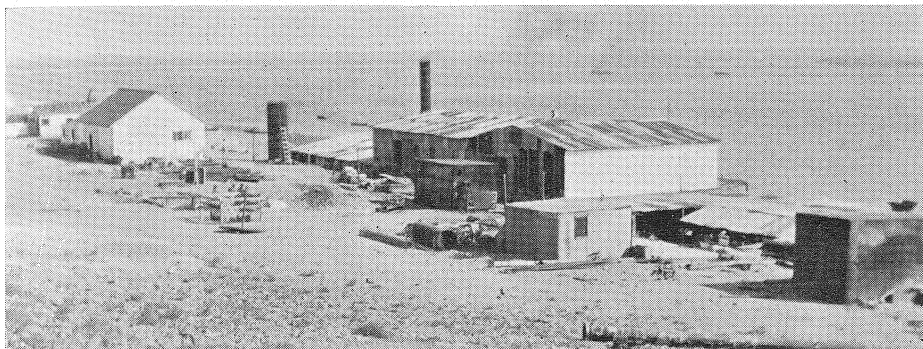


CANNERS



Tool sheds, blacksmith shop, empty-can warehouse and material yards of the Magdalena Bay Packing Co., situated on La Isla de Santa Margarita, Baja California, México. In the center foreground, below the break of the hill, can be seen the roof of the cannery structure proper and the stack rising above it. It was in this larger building that Quamma lined up the Continental Can Company vacuum sealing equipment and put up the first commercial pack of Magdalena anchovetas ever to be canned. Despite all of the handicaps inherent to pioneer operation 1000 miles from a base of supplies, the Continental equipment functioned as nonchalantly and with as few untoward events as though it were at work in a San Pedro packing institution.

"Cahuama" Quamma of Magdalena

"WE HAVE THE WORLD by the tail at Magdalena," says Ed G. Quamma, who recently made a quick trip to his home at San Pedro. "There are great quantities of fish there, and one particular variety that I believe eventually will constitute the basis of a big business. Our enterprise is well established now, we have plenty of competent help resident right at the plant, and already we have put up test packs to make sure that actual production can commence at any time."

Quamma is one of three brothers, all of whom occupy important positions in West Coast cannery work. As a family they are noted for their inventiveness, abilities as millwrights and technicians, and efficiency in dealing with any kind of mechanical equipment. This is evidenced in that Martin Quamma is production foreman for the Van Camp tuna cannery at San Diego; Gordon Quamma is superintendent of the General Fisheries at San Pedro; Ed Quamma is superintendent and manager of the fish conserving institution of the Magdalena Bay Packing Co. at Santa Margarita Island, Baja California, Mexico.

It will be remembered that Ed Quamma was the man employed jointly by the Ocean Industries firm of San Diego and the International Marine Products Company of Los Angeles to construct the pioneer fish cannery at Turtle Bay during 1930. The full description of how natural difficulties were put down, and a highly efficient packing plant erected despite all obstacles, was published in the De Luxe Reference of THE WEST COAST FISHERIES. Perhaps it was his highly successful performance at Turtle Bay that caused Quamma to be engaged to go to Magdalena to rearrange, complete and commission the factory that had been started there. "We took the live-bait boat 'Yolanda' south with us when we went down in

early May," says Quamma. "That is, we made the trip in her, carrying down supplies and equipment that we knew would be needed. When we arrived at Santa Margarita Island the people were very glad to see us, and gave us a sincere welcome. We got busy right away."

The cannery stands beside the beach, on the island which forms the south side of the entrance to Magdalena Bay. Its site formerly was occupied by a large gypsum mine, from which many shiploads of rock have been forwarded. Shoreward from it is a copious spring which issues from a fissure in hard rock, the water being of excellent quality.

"The company owns the cannery and all of the buildings around it," says Quamma. "At the end of summer a teacher will come from La Paz to take charge of the government school which has been built on our property. About 80 natives live in the company cottages, and the men, boys and single girls work for us. Almost all of the married women remain in their homes, caring for their families."

A survey of the premises showed that although buildings had been erected, and considerable machinery installed, certain furnishings necessary to a fish packing plant still had to be provided. Accordingly, cutting tables, packing tables, an exhaust box and other equipment was constructed, and the whole institution arranged in definite "lines". These terminate in three sealing machines: a Continental Can Company 1-pound tall and a Continental Can Company ½-pound flat, and a ½-pound oval. Both of the round-can machines are of the automatic vacuum type, and they are reported as giving good satisfaction under unusual conditions. An iron chink is used for dressing yellowtail, and two mechanical slicers likewise are provided for handling this variety of fish. Steam power is used, this being applied to a line-shaft

which drives the individual units.

"When we started up the plant we had to instruct the natives in everything," relates the superintendent. "The men and boys were shown how to cut and clean fish, the girls were taught how to pack, and general cannery conduct was explained to everyone. The workers were very anxious to learn, and I never had to 'ride' anyone after once telling them not to do any certain thing. They make the very best of cannery help—in fact, they are just the same as the people at Turtle Bay, and the finest folks on earth. You've got to admire the kindness that they show to each other, and they can give us Americans clubs and spades for honesty. There they were before we arrived—almost starving to death, but they wouldn't touch a can of fish that belonged to the unguarded cannery."

The Magdalena Bay Packing Company has expected to specialize in the canning of yellowtail. Enormous quantities of this species of excellent fish inhabit the kelp-covered rock ledges that line the ocean shores for miles. Usually schools of them enter Magdalena Bay each summer, there to feed in the shallows of that vast water area. This season, however, the yellowtail have not come in from sea, the reason being that food has been so abundant in the ocean that they have no urge to venture into perilous shoreward waters.

"Right now the schools are just outside the heads, and may come in any time," says Quamma. "While we were making ready for them, we tried out some of the kinds that were available directly in front of the cannery. One of these was the anchoveta."

"In the Bay are two related species: The transparent anchovy, which is a small fellow, and the bigger anchoveta. The anchoveta is shorter than the largest of Monterey blue pilchards, but is

(Continued on Page 66)



K. Hovden Company

MONTEREY + + + SAN DIEGO



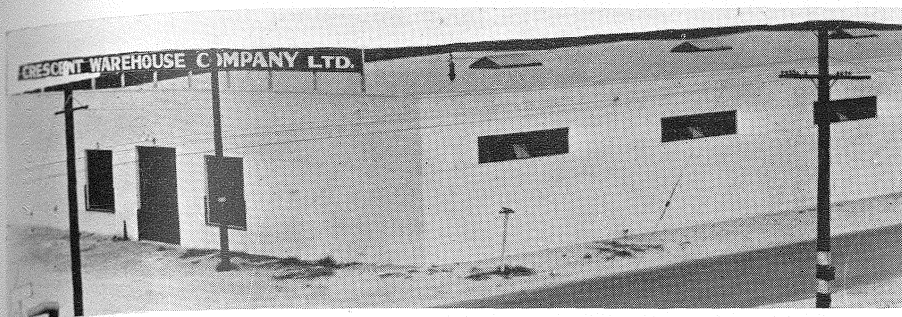
Packers of
SUPREME QUALITY
TUNA and SARDINES



Featuring Portola and Prefet Brands

CANNERS SECTION

TUNA



Open New Warehouse

COMPLETION of its fine new warehouse on Terminal Island, California, across the channel from San Pedro, was announced by Crescent Wharf and Warehouse Co. on May 1, 1931. After two months of operation, the plant is becoming an important center for storage activities on Terminal Island, which is the hub of Los Angeles Harbor.

The new structure, which operates as a subsidiary under the name Crescent Warehouse Co., Ltd., is of reinforced concrete, of one story, and covers a space 250 by 170 feet. Original plans had called for a four-story building, but the one-floor plan was adopted because it eliminated the necessity for extra-heavy foundations and facilitated the handling of stock. An automatic sprinkler system and fireproof construction effectively nullify that menace to stored goods, while electrical freight-handling equipment and orderly methods permit rapid placement or removal operations in any part of the plant.

The new warehouse advisedly was located on Terminal Island. In addition to transmitting and receiving freight by rail and by the many steamships which each day make use of Los Angeles Harbor facilities, it is but two blocks from "Cannery Row," one of two chief canned fish production areas in California. It is expected that in the future many thousands of cases of tuna, sardines and mackerel will be housed within the warehouse walls awaiting shipment. This probability was taken into consideration by officials of the parent company when their plans were drawn. Expansion due to overflow of present space is considered inevitable, and provision has been made for future augmentation of the plant.

E. A. Mills, long associated with activities of Terminal Island business district, is president of Crescent Wharf & Warehouse Company. William Bayly, Jr., is

vice-president and Charles H. Bayly is secretary-treasurer. Sam B. Parris, another who for many years has been connected with the history of Terminal Island, will have charge of operations in the new warehouse. The firm itself is well-established, having been founded in 1899; its new plant provides the first public warehouse of this region since the old Crescent plant was demolished in 1921 to permit widening of the main channel of Los Angeles Harbor.

MANUFACTURERS, distributors and users of paperboard shipping cases met at Washington, D. C., on May 29, and approved a simplified practice recommendation covering the dimensions and unit of pack for such containers used in packing canned foods. The recommendation, which will become effective January 1, 1931 (subject to written approval by the industry), establishes a list of 41 different sizes of paperboard shipping cases used in packing the 27 simplified sizes of cans which were approved by a general

conference on January 30, 1931. It further recommends that 48 be the maximum number of cans per case when using one of the 27 simplified cans.

CHARLES HARDY, well-known to fishermen and fresh fish dealers of San Diego, died of natural causes during the early part of July. Hardy had been a member of the staff of Bay City Market.

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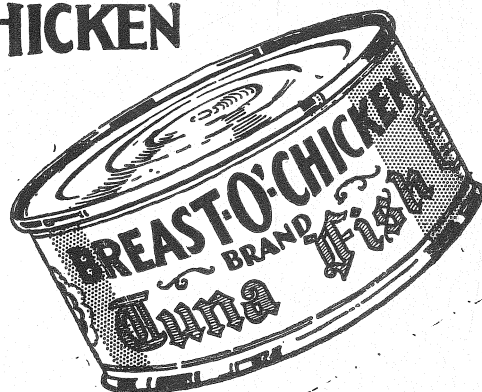
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BREAST-O-CHICKEN

the finer

TUNA

*We also Pack
all grades of*



TUNA-TONNO, SARDINES, MACKEREL

Westgate Sea Products Co.

San Diego, California

UNITED STATES manufacturers of all varieties of articles, including packers of seafoods, will mark their products to show America as the production region if they wish to import them into the Philippine Islands. An executive order to this effect, under authority of section 1272 of the Philippine Administrative Code, is expected to require a mark of origin on all imports, beginning in August or September of this year.

Van Camp Wins Suit

CONCLUDING A LEGAL CONTEST that has endured five years, the United States Court of Customs and Patent Appeals on April 29, 1931, rendered a decision favoring the Van Camp Sea Food Company, Inc., in its suit to compel the discontinuance of all labels bearing similarity to its famous "Chicken of the Sea" brand. The effect of the finding is to hold the Commissioner of Patents in error in that registration was permitted in the instances of brands which bore certain resemblance to the "Chicken of the Sea" trade name.

During the court procedure it was brought out that on May 19, 1914, the White Star Canning Co. of San Pedro obtained registration of its albacore brand, "Chicken of the Sea". The firm actually had been using the name previous to that time, and it and its successors have continued the brand ever since.

Alexander B. Stewart Organizations, defendant, commenced using its "White Chicken" label on October 14, 1926. Van Camp took exception to the brand and filed suit to prevent its continuance. In primary jurisdiction the matter was thrown out of court without a trial, but plaintiffs carried the action into the Circuit Court of Appeals. A second time defendants emerged victorious for the judge held the word "chicken" to be "generally descriptive" and therefore not protected, by registration, from infringement.

Judge Bland, of the U. S. Court of Customs and Patent Appeals, wrote the opinion which was concurred in by judges Graham, Hatfield, Garrett and Lenroot when the case received final trial. These magistrates reversed the holdings of both inferior jurisdictions, and in effect placed the Van Camp firm in position to enjoy exclusive use of any tuna or fish label featuring the word "chicken".

Contention in the case had as its nucleus the question whether the word "chicken" was or was not merely "generally descriptive" of the product, or a special and invented term like "Kodak" or "Eskimo Pie". In commenting on the matter Judge Bland wrote:

"While appellee (Alexander B. Stewart Organizations, defendant) here concedes that both trade-marks at bar are not descriptive, it certainly produces an

anomalous situation for appellee to contend in an infringement suit that it has the right to use the term because it is descriptive, and to contend in the Patent Office that it is not descriptive and registrable.

"Doubts are resolved against the newcomer in trade-mark registration proceedings. Appellee is the newcomer and in selecting its mark it should select one not with a few or profiting by the confusion that would result, but with the purpose of avoiding confusion. There is no such poverty of words in the language of commercial men as to require the selec-

tion of a term as a trade-mark which confuses the public and invades property rights."

FRANK JOHNSON of Gilbert C. Van Camp Insurance Agency, San Pedro, spent a week end with his wife at Coronado, near San Diego, on July 10 and 11.

FEDERAL agricultural research men are urging Americans to make every day fish day because of the combination of low prices and high quality in sea-foods. "Outstanding values in the nation's markets today are to be found in various species of fish," is the pronouncement of these officials. "Bargain-rates especially are found in canned salmon and large-sized sardines."

First Quality Packs



BLUE SEA

Tuna and
Sardines



SUNSET

Tuna and
Sardines

ITALIA

Italian
Style Tonno



Packed by

SOUTHERN CALIFORNIA FISH CORP.

Terminal Island - Los Angeles Harbor - California

Italian Food Products Co., Inc.

Also operating under the name of

West Coast Packing Corp.

Packers of

**CALIFORNIA SARDINES
TONNO ITALIAN STYLE
TUNA and MACKEREL**

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CANNERS SECTION

SARDINES

Norwegian Visitor

C. BORGEN of Stavanger, Norway, head of one of the largest fish canning corporations in that country, is visiting in the United States. Borgen is chairman of the board of Concord Canning Co., C. Borgen Packing Co., and John Braadland, Ltd., all of Stavanger; these are said to control activities of ten fish-canning and packing plants in Norway, which pack brisling, slid, herring, kippered herring, kippered snacks, fresh herring, mackerel fishballs, cod roe, caviar, anchovies, sardellrings and many other varieties. The Concord plant is one of the largest packers of spiced fish in Norway.

Borgen also is president of the Advertising Fund of Norway, being selected by the Royal Government as the first head of that organization; it handles promotion of sales of fish products in the North Atlantic and European countries.

Norwegian fish packers also have organized an association whereby the industry is declared to have advanced tremendously in the last few years, through cooperation of the individual packers, coupled with the assistance and interest of the government. The smaller number of packing plants permits safeguarding



C. Borgen

of quality, economical operations, cooperative advertising, standardization of

packs and price maintenance.

Borgen was chosen a member of Norwegian Food Commission to the United States during the World War, serving under the leadership of the famous explorer, Dr. Frithjof Nansen, whose headquarters were in Washington, D. C. At the same time he served as president of Norwegian Cannery Import Union, working with the Allies.

While in San Francisco, Borgen was the guest of Lang & Stroh Co., merchandising food brokers, who distribute mang Borgen products in Northern California. He left San Francisco for Monterey as the guest of K. Hovden, to inspect the Hovden sardine-canning plant and to visit at Hovden's home in Monterey.

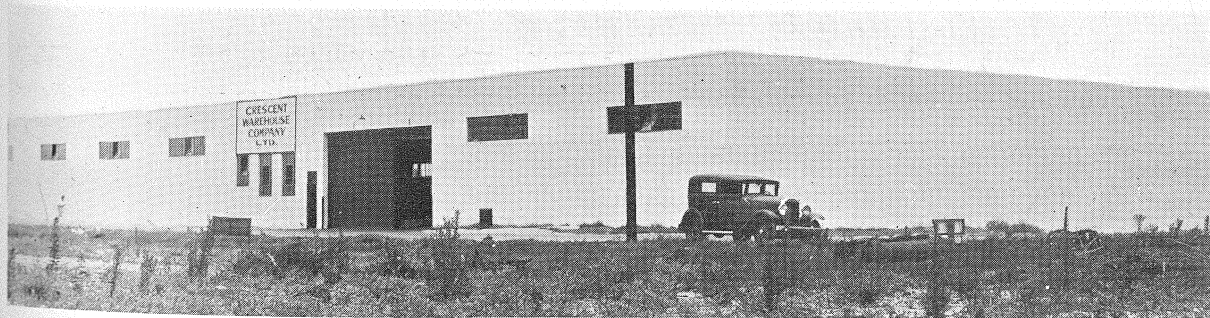
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"Next Door Neighbor"

—to the packing plants in Long Beach, Wilmington, Terminal Island and San Pedro.

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Prompt and efficient service by rail or truck. Patronize your home producer and manufacturer.



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That Salty Salt
99½% PURE

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Tuna, Mackerel, Sardines

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WE SOLICIT PRIVATE LABEL BUSINESS
SAMPLES GLADLY SUBMITTED

CANNERS SECTION

CANADIAN fisheries observers believe it to be but a matter of time before an oil refinery is constructed in British Columbia to handle the raw pilchard oil now exported to California and other points for processing. This belief is engendered by news that arrangement has been made between Canadian departments of fisheries and health whereby the formula, "Made from refined edible oils," in future may be used on packages containing a shortening compound produced from pilchard and other oils.

Canadian health department regulations formerly required on this product the statement, "Made from refined fish oils," an expression which was considered prejudicial to any hope for successful marketing of the product. A short time ago, however, biologists discovered that pilchard oil has a Vitamin D content which makes it equivalent to cod-liver oil insofar as medicinal properties are concerned. Later experiments in refining have demonstrated conclusively that it may be made into such commodities as shortening, salad oils, sauces and nutritious chicken-feed without trace of the "fishy" taste which many had expected.

These tests and the new regulations are expected to result in operation of all of the 23 reduction plants which have been built in British Columbia since inauguration of the industry in 1925. Last year 17 establishments were in commis-

sion on Vancouver Island, these producing 3,204,058 gallons of sardine oil and 18,934 tons of meal.—LS.

EXPERIMENTS in extracting cod-liver oil by freezing, carried on at Fisheries Experimental Station, Halifax, Nova Scotia, are receiving considerable attention from West Coast producers of fish oils, although no tests of the new method are known to have been made on the Pacific. The success of this Eastern method, however, suggests its possible use in the West.

The new process accidentally was discovered by W. W. Stewart at Halifax, who found that freezing codfish livers before cooking them resulted in obtaining a considerably larger amount of No. 1 oil (an edible product, suitable for medicinal purposes) than was obtainable from unfrozen fish. Experimenting further along this line, Stewart found that much of the oil could be removed without cooking; the livers were frozen, left in cold storage for a few days and then run through a chopping machine. The resulting oil was said to have less color than that produced by cooking, while more No. 1 oil was obtained. No. 2 oil, however, was considerably less in quantity, so that the total amount of useful liquors obtained was less than when cooked and handled in the usual manner.

This discovery would be of little value

were it not for recent developments which promise to make No. 1 oil exceedingly valuable. The findings of U. S. Bureau of Fisheries officials that sardine and tuna oils are exceptionally rich in Vitamin D, which is said to be as vital to human well-being as is sunshine, already have been commented upon in WCF (see April, 1931, page 12). If sardine and tuna oils become as popular for medicinal purposes as their healthful elements fit them to be, any means of increasing the yield of edible liquid will be exceedingly valuable.

CHULA VISTA citizens were wondering during June what had happened to M. L. Anderson, formerly of National City, California, who some weeks ago made application to the Chula Vista (California) city council for permission to use the Pacific Marine Chemical Co., kelp-processing building for making chicken feed from shark meat. The council was not overly enthusiastic, fearing that the new industry might produce undesirable odors, but stated that so long as citizens did not complain Anderson might use the establishment as he wished.

The incipient feeder of chickens, however, disappeared after his visit to the city fathers and as far as WCF is aware has not since returned to Chula Vista. It also is reported that his National City plant has been out of commission.

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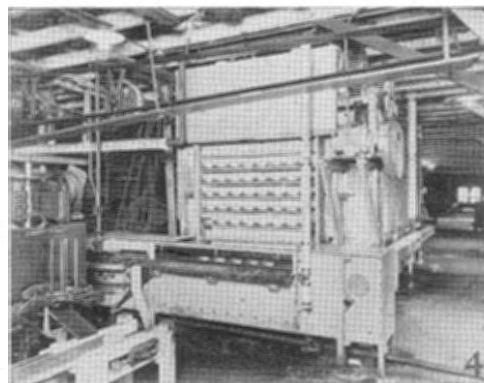
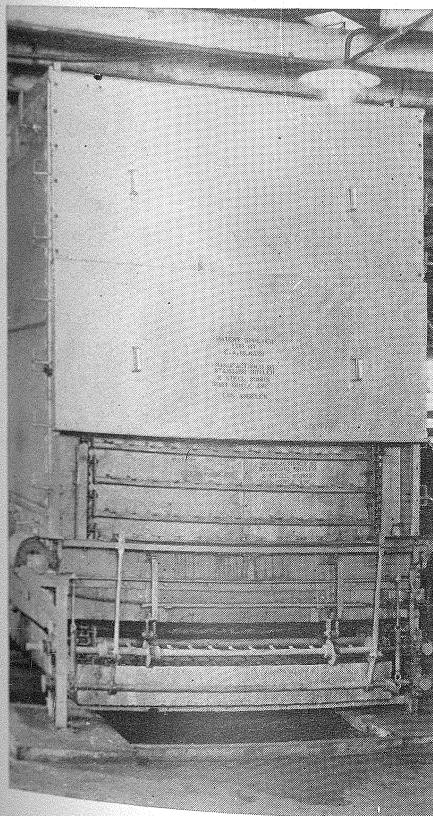
**ULMANN
EXHAUST
BOX**

Left—

The Feed End

Right—

Discharge End



CANNERS SECTION

CURED FISH

Merger Completed

AERICAN FISH & Packing Co., the title of the company formed by the much-discussed merger of a number of New York smokers, including Sigmund Instoss of Atlantic Pacific Packing Co. and William Oxenberg of Oxenberg Brothers, at last is reported to be a reality. WCF received on July 7, from a source which is believed to be completely reliable, the announcement that negotiations have been completed and the new firm established.

Oxenberg and Instoss, who are purchasers of large quantities of West Coast mildcured salmon, have been seeking to amalgamate their interests for over a year. Due to financial difficulties, however, the final step has been held up on several different occasions, both operators having suffered from heavy inventories which could not be liquidated without undesirable losses. A basis for agreement having been arrived at at last, the work of uniting the important smoking houses of the East rapidly is reaching its end. In addition to Instoss and Oxenberg, half a dozen other concerns are to be included, among which are Lincoln Smoke Fish Co. and Union Smoked Fish Co., both of New York.

Increase of prices through the power of this organization will have is said to have been the chief argument employed in inducing the firms to join together in this project. Some drastic action was felt to be necessary because of the unfortunate

conditions in which all operators found themselves. Instoss, for example, is declared to have been carrying in excess of 800 tierces of last year's fish in addition to what he has received of this year's pack. Last year's production, which is estimated to have cost 36 cents per pound delivered in New York, was being smoked and sold for 18 and 20 cents, a minimum loss of 16 cents without considering cost of smoking.

One share of stock in American Fishing & Packing Co. is being issued for every \$100 shown on the inventory of each company, including fixtures, stock on hand, equipment and other assets. Surplus stocks are to be equalized on the basis of 30 cents per pound. The only other available information as to methods of organization is that William Oxenberg will be selected to head the company as president.

One Western man who for many years has been in close touch with operations of the eastern companies states it as his belief that Instoss will receive the greatest benefit from the consolidation. However, if prices are stabilized, production costs reduced and competition eliminated, the new organization may prove an aid to all of the contracting companies. Whatever the outcome, West Coast mildcure operators are watching American Fishing & Packing Co. as closely as possible, since it will be to this firm that much of their packs will be sold in the future.

PACIFIC COAST CODFISH Co., largest and best-equipped company in its line of work in the Northwest, maintains head offices in Seattle, Washington, with a packing plant at Poulsbo, Washington. Its chief and best brand of fish is marketed under the label "Rainier", while "Blue Sea" and "Icicle" also are featured.

REGULAR EMPLOYEES of San Francisco-International Fish Co. are being used in the Shelter Cove, California, mildcure branch of Northern California Fisheries. These include Salvatore Russo, manager; Vince Argenta and Rosano Lazio. When the season gets well under way, this staff is augmented by 15 or more.

FIRST STRAIGHT carload of mildcured salmon and shad during this season was shipped from Pittsburg (California) Fisheries, branch of Northern California Fisheries of San Francisco, on June 6. The 58,000-pound car, containing 46 tierces, was routed to Henry Klapisch of New York City over lines of Southern Pacific and Erie. The entire carload, which is reported to be exceptionally choice in quality, will be sold to the Jewish trade and is expected to bring good prices, since West Coast seafoods are recognized as delicacies in the East.

"S. F. INTERNATIONAL NO. V," trawler, carrier leased to and operated by Northern California Fisheries, left San Francisco for Shelter Cove, midway be-

tween Eureka and Fort Bragg, California, on Wednesday, June 17. Capt. L. D'aquisto was in charge of the vessel, which also carried Engineer P. Faraldo and B. Busalachi. It was sent north to transport supplies for opening Shelter Cove Fishery, branch of NC Fisheries, where mildcure operations will be under the direction of Salvatore Russo, San Francisco International Fish Company.

NEW ENGLAND FISH CO. has taken a repack space in Bell Street Terminal, Seattle, where most of the repacking of mildcured salmon takes place. The new quarters, similar to other rooms maintained by Port of Seattle for work of this nature, measures about 40 by 40 feet and is especially equipped for repacking cured fish. H. O. Gjersee, foreman of the main plant of New England Fish Co., Seattle, will be in charge of operations. June 23 was the date on which repacking of Alaska-packaged fish began.

F. KRUSE, Inc., took advantage of the off-season in mildcure activities to improve its commodious quarters in Bell Street Terminal, Seattle. A new concrete floor has been laid, a new brine tank of greatly-increased capacity is now installed, certain equipment has been moved to increase operating efficiency and the entire establishment has been painted.

Officers of the firm report that Kalgin Packing Co., an associated organization, is enjoying success in its operations in Alaska.

BECAUSE D. S. Fotheringham, of the Seattle office of Portland Cordage Co., is open-minded and willing to be shown when he is wrong, he now is an ardent booster for California sardines, although there was a time when he did not think so much of them.

Some time ago Fotheringham expressed himself of the opinion that California sardines were not as tasty as the so-called "sardines" imported from European countries. A few days later he received a half-case of Hovden-packed Portola quarter-oils with the suggestion that he try them out before reaching a final decision as to the relative excellence of the foreign product and the domestic.

"You may tell your men in California," he stated recently, when interviewed by a representative of WCF, "that I was both surprised and pleased to know that such a sardine is packed on the West Coast. These are excellent and I have told Mrs. Fotheringham to ask for this brand in the future. I never have tasted any sardines from France which were better."

Incidentally, Fotheringham keeps one of the K. Hovden Co. labels on his desk in order that he will be sure to give proper instructions to his friends who wish to try California canned sardines.

REQUESTS for a carload rate of 50 cents per 100 pounds on imported fish meal and fish scraps transported from Pacific Coast ports to certain rate bases was given consideration by Trans-Continental Freight Bureau during June and was refused, according to H. G. Toll, chairman, Chicago.

Fancy Scotch Cured

ALASKA HERRING

also

FROZEN SALMON

HALIBUT and HERRING

Produced and Packed by

UTOPIAN FISHERIES

Seattle, Washington

F. KRUSE, INC.

Dealers in

ALASKA CODFISH

SALT SALMON

ALASKA HERRING

SPICED HERRING

Bell St. Terminal - - Seattle

CANNERS
SECTION

SALMON

F. A. GOSSE CO., canned salmon brokers located in Pioneer Building, Seattle, was prepared in middle June to handle large quantities of fish, having a carefully-selected personnel, enlarged office quarters and a new monthly bulletin designed to acquaint the trade with conditions in the Northwest.

In addition to Gosse, Roy Macgowan is office manager, in charge of the newly-increased rooms of the company. With the exception of five years (when he served in the C. E. F. as lieutenant-colonel), this man has been interested in fisheries industries all his life, having been introduced to them by his father, himself a prominent figure at a time when large Eastern interests were beginning to appear on the West Coast. The younger Macgowan formerly was with Oceanic Sales Co. and prior to that time served with Carlisle Packing Company.

"Fish Tales" has been selected as the name of the pamphlet issued by this firm. "A little nonsense now and then is relished by the greatest men," states the first issue, which appeared in June, and the interior of the booklet consequently is filled with nonsensical and humorous material. The back page, however, carries a trade letter which contains valuable information for those interested in the canned salmon industry.

"New arrivals of fancy sockeyes from Copper River have so far failed to supply the sales," Gosse is quoted as saying. "So far (late June), orders have consistently kept ahead of arrivals. We are finding the fish exceptional in quality, containing an abundance of red oil, fat and with a delicious flavor."

FARWEST FISHERIES, Inc., producers of the well-known "Farbest" canned salmon, are operating their plants at Anchorage, Alaska, and Anacortes, Washington, during 1931.

The Anacortes establishment, equipped with three lines of one-pound talls, one each of one-pound flats and one-half-pound flats, three high-speed Canco fillers and American Can Co. vacuum machines, will be operated on a cooperative basis, although F. W. Buhrman will continue as president. Other officers include A. H. Soeneke, Mitchell Planchard, Martin Dragovich, vice presidents; L. J. Low (secretary of Farwest Fisheries, Inc., who furnished this information), treasurer; George Jurich, secretary. Directors include Buhrman, Planchard, Jurich, Low, Soeneke, Chris Halls, C. Whitney and Luke Planchich.

The Anchorage (Alaska) plant, equipped with two one-pound tall and one one-half pound flat lines, two Seattle-Astoria Iron Works tall fillers, a Burpee and Can Co. vacuum filler and American Can Co. vacuum machines, will be operated under supervision of Supt. T. G. Spellman, formerly at Anacortes. This plant has a capacity of 3,000 cases per day.

L. J. Low, secretary of Farwest Fisheries, Inc., succeeded to that office upon resignation of A. I. Ellsworth on March 30, 1931.

P. E. HARRIS & CO. expects to operate its False Pass and Hawk Inlet canneries during 1931 at about 60 per cent of last year's scale of production. "If we are successful in securing a good run of fish, this would give us about 130,000 cases as against 230,000 last year," states W. A. Munro, manager of the sales department.

BRITISH COLUMBIA PACKERS, Ltd., Canadian canning firm which last year was responsible for almost 50 per cent of the entire British Columbia production of canned salmon, is operating upon a strikingly curtailed program this year. Only six of its 28 salmon canneries and but two of its nine reduction plants will see action during 1931 and while these are operating at full capacity, the drop in production cannot help but be great.

Plants which are open this year are: Sunnyside, Skeena district, P. McMillan, manager, which packed 40,110 cases in 1930; Claxton, Skeena district, T. Wallace, manager, with 1930 pack of 83,924 cases; Namu in Central district, H. V. Morehouse, manager, 192,207 cases in 1930; Wadhams, Central district, D. McLellan, manager, 16,126 cases in 1930; Imperial, Fraser district, G. Phillips, manager, 33,943 cases in 1930; Kildonas, West Coast, D. Wilson, manager, 67,326 cases in 1930. Meal and oil establishments being opened are Claxton, also under direction of T. Wallace, Skeena River district; Terminals, R. Walker, manager, Fraser district.

Stanley Burke and Aemilius Jarvis will serve as president and chairman of the board, respectively, during 1931, according to a recent communication to WCF from Vancouver (B. C.) offices of the big firm. They were elected during the latter part of May, as were the following directors: F. E. Burke, R. C. Gosse, J. H. Gundy, Geo. Kidd, J. P. D. Malkin, H. R. McMillan, A. H. Williamson, C. C. Thomas. Other officers include S. K. Murray, sales manager; C. C. Thomas, production manager; F. R. Bartlett, secretary and comptroller. Superintendents in charge of production areas are H. V. Morehouse, Central district; T. Wallace, Skeena River district; W. G. Mitchell, Queen Charlotte Islands; C. Gillespie, Fraser River.

RHODE ISLAND is reported as experimenting with artificial propagation of salmon, these being under process of raising at Wickford fish hatchery. If they thrive, they will be removed from the wooden tanks in which they now are kept and will be planted in streams and lakes of the state.

UNITED SALMON PACKERS, Inc., is to receive fish, at its Skowl Arm, Alaska, cannery during 1931 from P. A. Olsen trap at Foggy Bay, Heckman and Brown on Prince of Wales Island, A. K. McKenzie at Cape Caamano and Capp and Taylor at Carroll Point. G. F. Heckman is superintendent.

JAMES KING, prominent ship-builder and operator of King Shipbuilding Co. (formerly King & Winge Shipbuilding Co.), one of Seattle's oldest yards, will operate his floating cannery, "Anvil," on Puget Sound this season. The ship was berthed at King Street dock during June, but there is some uncertainty as to whether it will operate from that point, from Anacortes, off Cape Flattery, or at some other location.

Assisting "Jim" King is C. M. Clay, in charge of actual cannery operations. Clay is a superintendent of 30 years' experience and makes a fine teammate for King, who was butchering salmon for hard-salting in the vicinity of Ketchikan 35 years ago. Under the competent direction of these two, the floating plant will pack unlabeled salmon for distribution through a Seattle selling organization. It has a capacity of 1,000 cases per 24-hour day and this season will handle pinks and silvers for the most part. Beginning of operations was delayed by prices of raw material, which were claimed to be too high.

Following a season in Alaska, "Anvil" was tied up in Lake Union, Seattle, for complete overhaul. The ship has been repainted throughout and all machinery and equipment checked for flaws or injuries. Since last year, a change has been made in butchering methods, the fish now being handled by hand. After heads, viscera and other waste material have been removed on the main deck forward, the salmon pass through the slimmers and the cutter, after which they go to "tween-decks," where the rest of the machinery is located. Retorts are aft, other equipment forward. The finished product goes below to the cargo hold, where it is stored.

BOOTH FISHERIES CO., owner of 14 salmon canneries (12 in Alaska, one each in Washington and Oregon), under the title Northwestern Fisheries Co., Seattle, announces that nine or ten of these plants are being operated during 1931 and will be run at full capacity. A total of 34 lines of Sanitary packing machinery are included in the 14 packing establishments; location and number of lines is as follows: Nushagak (3), Naknek (4), Chignik (2), Uyak (2), Kenai (2), Seldovia (2), Orca (2), Dundas (2), Shakan (2), Kasaan (3), Quadra (3), Hunters Bay (2), all in Alaska; Anacortes, Washington (3), Astoria, Oregon, (2).

Officers of the company include K. L. Ames, president, Chicago; P. L. Smithers, vice president and general manager, Chicago; J. H. Keilty, secretary, Chicago; P. H. McCue, manager, Seattle.

INTERNATIONAL PACKING CO., Seattle, reports that its floating cannery will be used again this year. The plant, which has two lines and during 1930 produced 36,700 cases of fine salmon, will operate at full capacity throughout the season. Officers of the firm are S. Chase, president; Nels Hawkinson, vice president; A. W. Wittig, secretary-treasurer.

HELEN MALLOY, who conducts educational luncheons in Seattle by which new foods or new cooking methods are introduced to Northwest housewives, recently featured "Showboat" canned salmon at her salon. Packed by Pioneer Packing Co., Guy P. Halferty, president, this healthful and delicious food was prepared in escalloped form, served as one of the two chief entrees, and made an instantaneous hit.

Pioneer Packing Co. owns five canneries, these being at Cordova, Alaska, and at Aberdeen, Copalis, Grayland and Ilwaco, Washington. At Cordova and Ilwaco both salmon and clams are packed, four lines being used for the former and one for the latter. Aberdeen, a two-line establishment, is limited to salmon, while Copalis (three lines) and Grayland (two lines) are exclusive clam-packing plants. All will be operated this year with the exception of Grayland.

In addition to Guy P. Halferty, president, officers include Frank C. Elliot, vice president; G. P. Halferty, Jr., secretary; M. D. Perelle, assistant secretary.

DOUGLAS ISLAND PACKING CO., Alaska firm which operates a one-line cannery, was not expected to start operations during 1931 until approximately July 15.

"In seasons past," it is explained by a company official, "this organization has opened its plant much earlier, but we have found that this practice means the maintenance of a full crew of workers for almost an entire month during which time they can be kept employed only a part of the time, because capacity packing does not begin until middle July. Since the men have to be paid on a full-time basis, we have learned that operations are impracticable during the early part of the season, when fish are scarce. It is believed that the later opening will make but little difference in the total season's pack, while it will result in a considerable saving of money."

The Douglas Island firm cans only seine-caught fish, operating no traps.

JOHN F. JOHNSON reports that his salmon cannery at Ninilchik, Cook Inlet, Alaska, will operate at full capacity throughout 1931. This plant's production is entirely hand-packed. A. E. Anderson is secretary of the firm.

WARD COVE PACKING CO. was ready to begin operations when the season in that district opened following the fourth of July, buildings having been painted, equipment checked and overhauled, boats and floating plants put into good shape. Included among improvements to the cannery is a washer of increased size, which is expected to thoroughly cleanse the fish before they reach machinery. A. W. Brindle will head the cannery force, Harold Brindle is to be in charge of traps, Carl Belmont again will serve as cannery foreman and Lawrence Hanlon as bookkeeper.

A HIDEOUS STORY, which tells of ten Alaskan huskies who killed and ate a three-year-old child, comes out of Alaska this season. The baby was Charles Haughen, whose father, a cannery worker, discovered the dismembered body of the victim, surrounded by a ravenous mass of dogs who had almost completely consumed it.

SEVERAL BRANDS of American salmon are sold in Vienna, Austria, according to Gardner Richardson, American commercial attache at the European city. In addition, American shrimp and other crustacea receive distribution. "It is difficult to secure an appreciable volume of business in sale of American canned seafood," states Richardson, "on account of high retail prices resulting from original cost plus transportation plus duty plus various merchandising profits. Present distribution largely is through those retail establishments catering to a highly select trade and to hotels."

UNITED KINGDOM imports of canned salmon during 1930 totaled slightly over 105,000,000 pounds, according to the American trade commissioner at London. Of this amount, approximately 60 per cent (60,058,880 pounds) came from Soviet Russia. The United States was second, with shipments amounting to 21,938,784 pounds. These figures, when compared to those of 1929, represent a gain of almost 10,000,000 pounds in Britain's imports, a drop of almost that amount in American exports to the British Isles and an increase of close to 20,000,000 pounds in Russian sales. In addition, Great Britain's 1930 imports of other fish from Russia almost tripled 1929 totals.



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F I S H E R M E N

Stern-Gear for Tunaships

"SHE USED TO SHAKE our teeth loose! Every three months her stern-bearings would wear down, and then life on board would become miserable. The whole ship would vibrate—especially when the big diesel was idling—and we all would be shaken to pieces no matter whether we got into our bunks or climbed the mast in our efforts to get away from it. It's awful, having to endure being jiggled like that for days at a time. We got mighty tired of it, and were anxious to have the trouble stopped." These are the words of Jack Crivello, tunaman of San Diego. Capt. Mariano Crivello, Jack's father, built and skippered the cruiser "G. Marconi," of which vessel the younger man was speaking.

"We never knew just what caused the 'G. Marconi' to vibrate like that, but we always supposed that the shaft got somewhat out of line, although this did not show when on the ways. It might have been that the vessel took a little different shape when in the water—anyway, the stern-bearings wore out of her as fast as we could put them in, and about every 90 days we had a bill to pay for hauling-out and repairs. It cost us lots of money, and we lost time by it," says the well-known young mariner. "We decided that we'd have to do something about it."

Now, it happened that at least three years earlier than the Crivellos' difficulty, Wiley V. Ambrose, head of the Westgate Sea Products firm of tunapackers, had learned about a new type of rubber stern-bearing that was made by the B. F. Goodrich Rubber Company. It was manufactured from tough India rubber, had the wearing qualities of an automobile tire, and when operated under water possessed the triple advantage of exceedingly long life, almost no friction power-loss, and was self-cleanings so that it would not score the shaft. Ambrose was impressed, and immediately sought to interest tunaship operators in adopting the improvement into the big yellowfin fishery.

"I went to see Dave Campbell, and talked to him about it. He became interested, so we wrote to the company to try to induce them to put one into some tunaship on trial. Ray Mitchell of San Pedro—president of the Marine Hardware Company—was agent for the 'cutless bearing,' so I went to see him, also, in an effort to have the arrangement made."

"It was at this same time that I tried to persuade some of the vessels of my own fleet to adopt the new bearing, but they all were over-cautious, and gave as their reason for refusal that no one else had yet used the rubber-lined bearings. Much as I wanted to do so, I did not succeed in getting any captain to give the Goodrich product a trial."

Three years after Ambrose had exerted himself to try to innovate a betterment in the tunafleet, the "G. Marconi" came thumping and quivering into port. The Crivellos made fast at the repair-wharf of the San Diego Marine Construction Co., and sought counsel from the firm's technical staff. On the advice from Dean B. Johnson and the construction engineer, it was decided to negotiate for a rubber bearing, so the store-keeper telephoned to the Marine Hardware Co., at San Pedro, to arrange terms. This being the initial installation into the tunaship fleet, Goodrich was disposed to make a concession in price, so the bargain was effected, and in late May, 1930, the first "Rubber Cutless Bearing" was bolted into the dead-wood of the "G. Marconi," and a great improvement thereby begun.

"There is no vibration perceptible at all now," declares Jack Crivello. "The rubber has been in there for nearly a year (Conversation of April 20, 1931), and still is in perfect condition. It used to be that we had to rebabbit every 80 or 90 days, and the cost of three such jobs equalled the expense of the Goodrich bearing. In other words, the rubber one had paid for itself already, besides having cured the vibration trouble."

Capt. Manuel O. Medina, who already has signalized himself as progressive, a good business man, and not bound down by habit or custom, was next to adopt the new device. He took his "Atlantic" into the yards of the Campbell Machine Co., and George Campbell transmitted the dimensions of the propulsion shaft to the Marine Hardware at San Pedro, West Coast distributors from Santa Barbara south. The "Atlantic" now has had its new equipment in service during half a year.

"Nothing could work smoother," states its noted skipper. "We forget that we have a stern-bearing now. It is silent, gives off no vibration, and somehow it seems that the engine must be running easier. We wouldn't be without it."

Where Medina leads, others follow. He has shown the correct way more than once.

R. W. Long, sales manager of the Marine Hardware Co., has something additional to say relative to marine installations of the new rubber product:

"In the year 1925 I was connected with the Los Angeles Shipbuilding & Drydock Company. At that time we were constructing the new fireboat 'L. A. City No. 2', a triple-screw vessel having five big engines, two of which were special pumping units. Under the endorsement of Fire Chief Scott we installed rubber bearings in her, and they were a great

success. They lasted more than six years and were replaced with new ones only a few months ago."

When the shipyard closed down in November of 1929, Long became sales manager for the Marine Hardware house, and one of his first moves was to secure for the firm the Southern California distributing agency for the non-metallic stern gear.

"We already have supplied several hundreds of them to the fishing fleet around San Pedro," he says. "Nearly all of these are of 1-inch to 2½-inch sizes. Then, too, they are favorite equipment for millionaires who want the best that money can buy for their yachts. Oil-tankers are big patrons of ours, as are also tugboats and suction dredges. The biggest dredges in the world have rubber cutless bearings."

Ferries seem especially to appreciate the Goodrich cutless equipment, the whole fleet of the Golden Gate Ferry Co., San Francisco, being fitted with them. The flotilla includes the "Golden Gate," "Golden Poppy," "Golden Bear," "Golden Shore," and "Golden Age." The American Government is another large user of the device, the new U. S. Coast Guard cutters "Tahoe", "Pontchartrain", "Chelan", "Mendota", and "Champlain" having been provided with them.

J. R. Wilken, M.E., who took his degree from Perdue University after having done undergraduate work at Pennsylvania and elsewhere, is the Goodrich representative traveling out of Los Angeles. He is a trouble-shooter and efficiency engineer who understands all such matters as lubrication, friction losses, stresses, temperature effects and like engineering considerations. Wilken has had extensive experience on the East Coast, where the rubber stern-bearing has been in popular use for a considerable time.

"In the oyster-fleets of Chesapeake Bay and Albemarle Sound the old metal and lignum vitae bearings have been replaced almost totally by those of cutless rubber," he says. "Vessels that work in muddy water, or that make a practice of entering shoal bays, or that find it necessary to approach sandy or muddy shores, should have rubber bearings. The construction of the Goodrich rubber-faced sleeve is such that water is kept flowing through it continuously. If sand particles or other foreign matter enter it, they quickly are sluiced through the irrigation—or drainage-channels which are provided for exactly that purpose, and so removed. Meanwhile, there is no scarring of the shaft, for the particles will sink into the soft rubber, and roll along until tumbling into one of the sluice-channels without cutting the shaft at all. That is the wonderful thing about rubber bear-

ings, and the reason why they are called 'cutless.' Instead of ruining your propeller-shaft, a rubber bearing polishes it and makes it smoother than new. Nobody that used a Goodrich 'cutless' ever had to replace his expensive shaft—such a thing just can't happen with this sort of appliance. Everyone knows that nothing is more slick than wet rubber on steel—that is what makes your auto skid when you hit the street car tracks during a rain. Wet steel, revolving in a wet rubber bearing, produces a minimum of friction, and cannot heat up under any circumstances."

FRANK SPENGER, owner of the seafood and sport-goods establishment of that name at Berkeley, California, was considerably handicapped during the latter part of June by a long flowing beard. When asked if he were in training for the post of Santa Claus at University of California, Spenger denied the rumor, explaining that the curling locks which encumbered his face were the result of a wager with Charles Green, fisherman of Northern California, in which he pledged himself not to shave until Governor James Rolph, Jr., vetoed the so-called striped bass bill (A.B. 672, by Cronin). For a short time Frank looked like a cross between a rising young medico and Rip Van Winkle. However, Mrs. Spenger had something to say about the matter, as a result of which a Berkeley barber dulled his razor on the heavy Spengerian growth.

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THE UNION ICE COMPANY

"LATEEN JIM" OLIVIERI, now skipping the 17-year-old "Lateen Gem," says that he is weary of the fisherman's continual gamble. It would be far better to be certain of a regular income of \$3 a day than to work feverishly in vain hopes of a bonanza that never is realized, he declares.

"What I want to do is support my family. When I can do that with certainty I shall be satisfied without any false prospects of getting rich at rock-codding," says the boatman.

SEBASTIAN STUART FISH Co. was running a night shift during early July in an effort to keep ahead of the incoming loads of fish. So much is being received that a large crew is employed day and night.

ELKS CONVENTION, held in Seattle during the first part of July, has been of considerable interest to those in fisheries industries of that region, since many of them belong to Seattle and Tacoma lodges. Under their guidance, visiting "Bills" saw Port of Seattle's Spokane Street Terminal, where they examined sharp-freezers, cold storage chambers and the frozen fish museum; later they watched operations at Sebastian Stuart Fish Co., whose plant also is located on that terminal. On the last day of the convention many companies released their staffs in order that they might witness the final procession, which required two hours to view and which tied up traffic throughout practically the entire main business district.

SEACOAST CANNING CO., formerly located at Pier 14, Seattle, has moved its one-line cannery to a space in Bell Street Terminal, beginning operations at its new headquarters on June 13. The plant, which is controlled by Whiz Fish Products Co., was efficiently systematized in its present location and got away to a

good start with only minor details to be rectified.

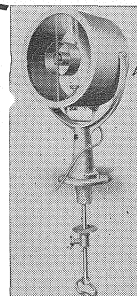
"The new location is an improvement over the old one," states an official of the company, "as it brings us nearer to the center of the fish fraternity. Bell Street Terminal also offers every convenience in handling of fresh fish and caring for the finished product."

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A Long, Powerful BEAM or

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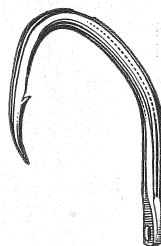
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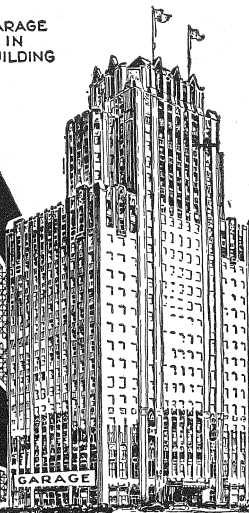
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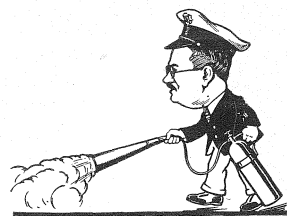
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LOUIS CAMILLO, skipper of the "Oceana," is a practical man who sees no advantage in antagonizing any of the ancient gods; wherefore he makes shift always to placate Lady Luck, Father Neptune, and the Great Red Chief. Lately he came into port with a pair of rabbit's feet swinging from near the mast-head on the fore-stay, these talesmen of good fortune being secured in that lofty position by a strip of blue ribbon, tied in a bow. Louis states that he got these hind flippers off a Mexican jackrabbit near Santo Domingo, Baja California. They must be powerful medicine, says the King of Lobster-Haulers, for the price of fish hasn't been able to come up since he hung them there.

HARRY KNIGHT, C. J. Hendry Co. salesman of San Pedro, is considerably improved in health since his return from a vacation spent camping in the desert. Knight claims that he did not see any snakes or coyotes out in the wide-open spaces and also declares that he left all quail unmolested. His friends, however, say that if this is true the fault lies in Harrys' marksmanship and not in his respect for the law.

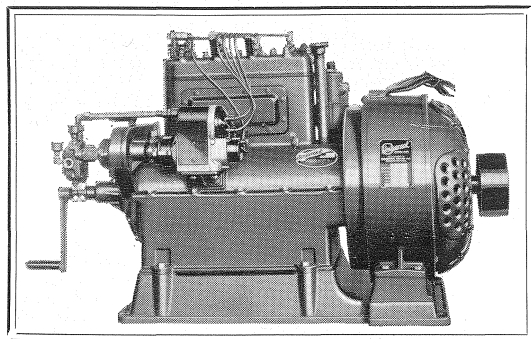
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THE FISH NET & TWINE CO. JERSEY CITY, N. J.

Coast Representative: JOHN H. DAVIS CO., 36 Spear St., San Francisco

"Cahuama" Quamma

(Continued from Page 51)

deeper, thicker, heavier and meatier. It is excellent cannery material, but must be handled efficiently in that warm Mexican climate, otherwise it softens and becomes unfit to can. It is splendid in flavor, and a very delicate food. I regard it as having great intrinsic potentialities as a fancy canned product; what must be done now is to create a market for it. We put up 700 cases as an experiment, and I am well pleased with the result."

Other resources that are available to the use of the cannery are the tunas and many sorts of ocean and long-shore fish, while within the expansive limits of the Bay are a variety of additional mackerels, basses and trouts. Esteros which penetrate the land from the bay's edge are the homes of thousands of tons of "lisa" or mullet, specimens of these often attaining a length of 20 inches.

"The mangrove thickets are covered with clusters of big oysters," states Quamma. "You have heard about oysters growing on trees, of course. Well, in Magdalena's esterios anyone can see them—bushels and bushels of them exposed at low tide. Then there is a species of clam which attains tremendous proportions. On the average the individuals are two feet long, and many are a half fathom from tip to tip. The natives call them 'hachas' meaning axes, because the clams are shaped like the head of a tomahawk. They insist that tons of them can be dug from the beaches, so it may be that we shall be able to do something with them in a commercial way."

Magdalena itself has very few turtles, but limited numbers are found in the esterios, says our authority. A few of the precious-shelled "tortuga Carey" are harpooned by expert native canoemen, but neither these nor the big "tortuga cahuama" abound sufficiently to form the basis for canning.

"There is some prospect for putting up limited quantities of beef," relates Quamma. "Cattle are valued at low figures down there, and a good cow is worth only about \$6. The Mexican collector of customs at Magdalena, Señor Salgado, was the first to interest himself in this possibility. Salgado is an intelligent man, and was desirous of knowing what would be had from attempting to can local beef. Accordingly, we butchered a few head of stock, cut the meat off the bones, reduced it to such pieces as would fit into the cans that we had, and packed it all into half-pound ovals. Our procedure was to par-boil the meat, and we so concentrated the juice that all of it was placed in the cans as a gravy and dressing. The experiment was very successful, but if we should go into the thing in serious fashion we of course would want to have the meat properly cut so as to produce nice steaks that are all salted and seasoned ready for use. This would be a great advantage to the people in that region, where ice is not to be had and where a freshly-killed beef must be disposed of almost the same day that it is butchered."

A rough road has been broken through from Magdalena Bay to La Paz, the capitol of the Territory. This route is approximately 152 miles in length, it traverses a broken, desert country, and because of the heats which exist during mid-day, travel is restricted almost entirely to the night. Trucks make the run from La Paz on occasion, freighting in food stuffs and supplies. A number of ranchos lying along the trail provide

water, fruit and fresh vegetables.

"Our climate at Magdalena is absolutely perfect": Quamma. "Although we are geographically in the sub-tropics, and have hot days at sundown a man puts on a woolen sweater. I sleep under three blankets every night and get up in the morning feeling fit and energetic. Our water supply flows from springs that rises out of solid blue rock, and it is of good quality. Right now we are developing a second spring that rises in a cañon about 200 feet above sea level. We are carrying it to the water's edge in a pipeline that ends two miles from the factory. At first we will fill casks and barrels for lightering, but presently I am going to build a regular water barge in which to transport large quantities at a time. This new spring is a double one, and large. A man cannot bail it dry with

a five-gallon oil can."

One of the achievements of the recent operations was that the plant was kept absolutely sanitary and odorless. Maintenance of these conditions is imperative in that region, else a terrific plague of flies results. No difficulty whatever was encountered in gaining the hearty cooperation of the Mexican help, all of these seeming to appreciate the situation and evidencing complete accord with the object.

"We built a six-inch pipeline from the factory to a point far into the bay," says the master millwright. "Through it we discharge all cannery wastes, cuttings and offal. Tidal currents carried this away, while gulls, frigate birds and other

(Continued on Page 83)



Caulk with KUHLS and forget Seams!

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KUHLS ELASTIC SEAM COMPOSITION does more than fill the cracks. It eliminates the cracks by becoming a part of the wood. It does not become brittle. It will not come out. It will not crack. It is elastic—not rigid. Weather and wear won't harm it.

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3 HARPOON GUNS

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Fire a 12-gauge shell with rope and buoy attached to harpoon—a dead shot at 100 feet.

A dozen are now in use for harpooning white whales in the Bering Sea by the Russian Government with great success.

Ideal for shooting sharks or sword fish. Priced way below cost for quick disposal. Each gun a rare bargain. See them *yourself*!

May Be Seen in
the Offices of

WEST COAST FISHERIES

Third Floor, P. O. Bldg.
San Pedro, California

FISHERMEN
SECTION

NORTHWEST

"Donna Lane" To Sail

"DONNA LANE", floating freezer and curing ship of Utopian Fisheries, Seattle, was to have left for the North near the middle of July, after having loaded 300 tons of refrigerant at Spokane Street ice plant and salt and supplies at Arden Salt Co. dock.

On this year's trip to Kodiak Island, "Donna Lane" will have a much larger cold storage plant, for the freezing capacity has been doubled and the holding space greatly augmented. Under the new system, too, much handling of fish will be eliminated. Formerly it was necessary to pull the halibut from the freezers (located in the hold) to the glazing tanks (in the "tween deck"), after which they were returned to the hold. In the future all fish will be received on the 'tween deck directly in front of the glazing room; when ready, it will be taken to the freezers, after which it will be glazed and sent below for permanent storage. This not only does away with frequent handlings, but also keeps the fish under refrigeration at all times.

Enlargement of chilling facilities began last April and has been supervised throughout by officials of Utopian Fisheries, who have employed the labor and directed the work. Among features of the new installation are seven-inch walls of

cork insulation and two-inch, malleable pipe with welded joints. Many other devices and improvements may be noticed, achieved through the experience and knowledge of J. S. Jensen and I. C. Jacobson, Utopian officers who were responsible for the changes.

"When most companies are curtailing expenses, we believe it a good time to make improvements," states one of the company's staff. "Our faith in the fisheries business has prompted us to expand. Stocks from last season were satisfactorily disposed of and this promises to be another large season. 'Donna Lane' will again pack cured herring and frozen halibut, and also frozen herring as a food fish."

The crew of 65 will be supervised by Jacobson, who will be on his honeymoon, since his marriage to Miss Eliza Burmeister was celebrated June 23; Mrs. H. P. Knutsen, wife of the ship's master, also will be a passenger this season. N. W. Austin will be chief engineer once again and will be in charge of the two Seymour-McIntosh 640-hp. main diesels, two Fairbanks, Morse 120-hp. auxiliaries and the powerful 35-ton Baker ice machine.

As in past seasons, Utopian Fisheries will handle its own distribution.

BERG SHIPBUILDING CO. during June secured the contract for its third recent government job. Two of the vessels now are under construction, the first of these being a 65-foot craft built at a cost of \$38,000 for survey work in Hawaiian Islands. It was launched a short time ago and will carry a 280-hp. Atlas Imperial diesel. It is believed that Allan Cunningham will furnish the deck machinery.

The second job is a \$400,000 ship to replace "Boxer", now in the service of the board of education in Alaska. It was to have been started about the middle of July and is to be launched in February, 1932, after which the McIntosh & Seymour 1500-hp. diesel will be installed. The third craft is to be a 34-foot cruiser, also destined for government service in Alaska.

Berg Shipbuilding Co., headed by Andrew V. Berg, has been repairing and building ships for eight years, during which time a considerable portion of its business has been with the fishing fleets of the Northwest.

CREWS of nearly 200 purse-seiners operating out of Neah Bay, Washington, decided to stop fishing operations on July 8 because of low prices being paid for pinks. Canneries have stated that pre-season orders have tied their hands so that they cannot possibly pay more than six cents per pound for "humpies", but fishermen declare that they cannot operate their vessels for less than 10 cents. As a result, the latter were making preparations for returning to Puget Sound ports.

AN EARLY SHIPMENT of canned salmon and clams arrived at Seattle on S. S. "Alaska," being delivered at Spokane Street dock on June 12. Total of the two types of seafood was 8,800 cases, of which the salmon was a mixture of early reds and kings from Cordova.

VANCOUVER ICE and Cold Storage Co., Vancouver, B. C., has awarded a contract for construction of a three-story cold storage plant in that city. The cost will be slightly under \$50,000.

was 54x14x6½ feet and was built in Tacoma, Washington, 14 years ago. From these and other heroic exploits, "Teal" crew members are gaining a considerable reputation for their courage.

"Emblem I", 52-foot cannery tender operating out of Prince Rupert, burned and was lost near Queen Charlotte Sound on June 13. Crew members are said to have escaped.

"Alaska", packer operated by New England Fish Co., blew off a cylinder head in Snow Pass and was brought to Ketchikan for repairs.

Capt. Carl Blendheim's halibuter, "Reliance", got into trouble early in June as a result of a broken rudder. The vessel went on the beach at Mud Bay, but was floated a short time later.

FISHERMEN PERISH

NORTHERN FISHERMEN were saddened during June by the deaths of several of their comrades.

Alfred Dyb, who was injured almost two years ago when his ship, "Sea Bird", was wrecked, died on June 15 at his home in Port Townsend, Washington. He had been confined in a Port Townsend hospital since the wreck in November, 1929.

Andrew Snellman, secretary of the gill-net branch of Northern British Columbia Salmon Fishermen's Association, Prince Rupert, B. C., died at Port Essington on June 21. His death, caused by pneumonia, came when he was 50 years of age.

A. A. Dittlmeier, 56-year-old resident of a city in Montana, lost his life when the small trolling-skiff in which he was fishing at Nelson Cove was swamped in tide eddies and sank. The fisherman was on his annual northern trip, which for a number of years he has been accustomed to make each season. W. Verney, 17-year-old native who was with Dittlmeier, narrowly escaped drowning by swimming to shore when the accident occurred.

Norman Saynes, 27, drowned when he accidentally fell overboard from the halibut "Discovery" early on the morning of June 6. Saynes, a member of the Seattle branch of Alaska Fishermen's Union, was seen to slip and plunge into the water, but a long search by Capt. Olaf Sjelde and members of the crew of the ship failed to discover him.

The Canadian ruling which forbids American fishing vessels from traveling to Alaska by the Inside Passage route is

held responsible for deaths of Leslie E. Scurlock (Berkeley, California) and Ralph Robinson (Ferndale, Washington), who were killed when their troller, "Sea Belle", was lost on rocks during a heavy storm. The catastrophe occurred last April, but news of it was not received by Harold Gangmark, manager of Trolling Vessel Owners Association and an officer of Fisheries Supply Co. (Seattle) until the first part of June.

A number of narrow escapes also occurred during the past few weeks. Capt. Claus Ramberg and his crew of eight halibutmen came close to death when their 66-foot schooner "Northern" exploded in Sumner Strait, caught fire and forced them to take to their dories. The fishermen were picked up by another halibut vessel, but their ship, valued at \$30,000, was lost.

"Teal", patrol boat operated by United States Bureau of Fisheries, was called upon to rescue the crews of "Maryland" and "Delaware", both in the vicinity of Barren Islands. "Maryland", 34-foot troller, was lost during the middle part of the month; in spite of the gale which was blowing, crew members of the government boat risked their lives to rescue Capt. Dick Caneli (Tacoma) and the unfortunate trollmen. Later in the month, on June 24, the sturdy patrol boat again was called into service, this time to effect the rescue of four men aboard the purse-seiner "Delaware", which also was swamped in heavy seas. The vessel, which belonged to Herring Bay Packing Co. and claimed Seward as its home port,

ENTERTAINS VISITORS

J. W. ASHLEY, Seattle representative of Linen Thread Co., was host to two travelers from far countries during the latter part of June. They were the Right Honorable J. Milne Barbour, Minister of Commerce, of Lisbon, Ireland, and his son, John Barbour, of Australia, who met in Vancouver, B. C., viewed the lovely scenery of that region and then came south to Seattle to join Ashley.

Under the guidance of the Linen Thread Co. official, the visitors first were conducted to Pacific Marine Supply, where they met Ed Cunningham. Next they went to Bemis Bag Co. to witness Western American industrial methods. Several other visits were made before they were ready to leave Seattle for Astoria, Oregon, next point of call. Here the Senior Barbour saw his first salmon cannery; although operations were going forward at curtailed rates, some fine fish were viewed at plants of Union Fishermen's Cooperative Packing Corp. and Columbia River Packers Association.

A drive to Portland and Multnomah Falls served as a pleasant period of recreation, after which the sightseers motored to Salem, Oregon, where they spent some time studying Miles Linen Thread Company. Upon completion of this visit, Ashley bade farewell to his distinguished guests, who continued south to San Francisco while he returned to his duties at Seattle. The Barbours spent



J. W. Ashley

several days visiting W. A. Barbour at Piedmont and also were guests of Frederick W. Winsor, Linen Thread Co., San Francisco. Then they were scheduled to journey to Chicago and New York for further inspection of America's industrial system. They are to sail from Quebec for Ireland some time within the next month. This is the first visit to America in 30 years for the elder Barbour, who is managing director of Linen Thread Co., one of the largest such institutions in the world.

PHIL ANDREWS, executive of Pacific Marine Supply Co., returned at the first of July from a tour of Montana. Hardly had he reached Seattle when he began making plans for some more travel.

"DOROTHY L", troller, was seized in Grays Harbor, Washington, on the evening of June 21, with a load of 305 sacks of contraband liquor valued at \$25,000. The capture was made by Capt. H. J. Persson and members of the staff of Westport coast guard staff, who discovered the vessel running without lights.

TRUMAN GAYLORD, in charge of the radio division of Westinghouse Electric Co., died at the home of his mother, Mrs. Miranda Gaylord, in Shelby, Montana, on July 5. Gaylord, who was vice-president of the electrical company, was 57. His death was caused by heart trouble.

RAINIER ICE CO.

*The largest supply of
seasoned ice*

Pier 9 Glendale 1400

Seattle, Washington

DIESEL OIL Filter Co., Astoria, Oregon, is engaged in an expansion program which has caused removal of headquarters from the old location on Exchange street to a much larger space on Port of Astoria property near Pier One. The firm manufactures and distributes filters. "We are well pleased with business for the past fiscal year," states O. A. Manula, executive of the company. "Prospects for the future look good, too."

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practical Diesel training
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We have the man you want

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DIESEL ENGINEERING SCHOOLS

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BOAT

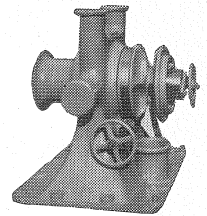
LUMBER

Red Cedar, Green Bending Oak,
Alaska Cedar, Dry Oak, Port
Oxford Cedar, Teak, Spanish
Cedar, Iron Bark, White Pine,
Lignum-vitae, Sugar Pine, Mahogany,
Spruce Bagac, Fir, Gum.

D. A. JOHNSON HARDWOOD CO.
Seattle

CAPT. JULIUS D. ZOLEZZI, widely known throughout the Southwest Coast as the "Rock Cod King of San Diego," has bought a small boat in which to continue his lining operations. This 38-footer, the "Lorraine," is powered with a 20-r.p. 2-cyl. Standard and is an able vessel.

"I can't afford to operate the 'Balboa' for rock cod at present, because the low prices for fish won't permit me to make wages. For the last three weeks I have been selling for only a cent a pound. There is no shortage of fish—I always have been able to get a load—but the markets will not buy them. With the small boat and a reduced crew I manage to do a little better than break even," states the hand-line expert.



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*Mechanical Drive or Electric
Anchor Windlasses
For Chain or Wire Rope or Both*

Seine Winches and Fish Hoists
*Gypsy or Drum Type
or Combination*

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Seattle, Wash.*

MARINE HARDWARE CO.

San Pedro, Calif.

FISHERMEN
SECTION

NORTHERN CALIFORNIA

Saving N-C Money

CHARLES OSWALD, master mechanic and port engineer for Northern California Fisheries, San Francisco, has built a fine reputation for himself and his six-man organization by saving the Northern California holding organization hundreds of dollars every year. Oswald, formerly mechanic and engineer for San Francisco-International Fish Co., joined N/C Fisheries in that capacity in October, 1930, when trawling activities of four of San Francisco's "Big Five" were merged.

Oswald is in charge of a machine shop which contains the following equipment: 1-18 inch Sidney and 1-16 inch Monarch lathes, No. 2½ Rockford Universal milling machine with complete set of attachments for milling gear equipment, 22-inch Champion drill press, motor-driven high-speed drill press, 40-ton hydraulic press, 12-inch emery wheel and stand, and a 36-inch band-saw. This equipment and the usual assortment of small tools are required to maintain the fleet of 18 trawlers operated by the holding concern.

A certain amount of manufacturing also is carried on by Charles and his brother, Leo, who make parts for diesel engines and other appliances in their spare time. In the loft upstairs, over the shop, may be found the pattern room, where wood models of 200 manufactured parts and products are stored. From these patterns, made by the Oswald brothers, have been produced winches weighing more than one ton each, with 20-ton lifting capacities; water pumps; plunger pumps, used for circulating and bilge-pump work, machined from valve-metal brass with heavy bodies which can stand up under hard usage; nozzle stems for high-pressure fuel nozzles; glands and bushings of bronze; and valve rocker arms. Here, also, high-pressure fuel-pump rocker-arms are bushed and brought back to standard sizes.

The Oswald brothers have 14 Atlas-Imperial diesels, two Washington diesels, one Western Enterprise diesel and a steam engine to care for. They are equipped to give these complete overhauls; occasionally they tear them down and rebuild worn parts. Reverse gears are completely overhauled and repaired as part of their regular work. The entire fleet of trawlers is painted, rewired, engines serviced and all other possible injuries cared for in this up-to-date plant by the efficient workmen employed by N/C Fisheries.

Charles Oswald won early distinction as an inventor when, eight years ago, he designed and built hinges and locks used on massive doors of nine refrigerating units of San Francisco-International Fish Company. The lock and hinge designs, originated by their maker, never have been removed for repairing or servicing since they first were installed. The hinges are of heavy cast steel, with ball-bearing



Charles Oswald

rollers, while the locks are machined from heavy bronze castings and are said to be different in design from any stocked by San Francisco hardware stores.

Back in 1910 Oswald and his brother Leo, now associated with him, worked together for Pacific Gas & Electric Company. As a draftsman Charles won the distinction of designing and building the oxygen-acetylene welding equipment which was adopted by the corporation in 1912 and used throughout the system for pipe-line welding. Later he designed and built the first concrete valve-box for the corporation. Cast iron boxes were being used in those days and he saved many thousands of dollars with his new invention, so that shortly afterward Spring Valley Water Co. also adopted this type of concrete box.

The Oswald brothers also designed and built some 150 marine gas engines, known as the "Oswald" marine gas engine, but suffered financial reverses after the World War and were compelled to discontinue their manufacturing activities, although many of these engines still are in operation and giving good service.

craft, christened "Willpet", is powered with twin 110-hp. Gray marine engines, has a two-burner rock-gas galley range, Sands and Crane plumbing, Simmons mattresses and Hyde 16 by 11 inch twin propellers. While constructed as a pleasure craft, it is so equipped that it may be used for trolling.

CINCOTTA BROTHERS, marine chandlery firm which has won a deserved reputation for quality goods among fishermen of California, is the result of a small establishment set up 28 years ago by Antonio and Giovanni Cincotta. These men, themselves fishermen, recognized the need for such a firm, so they commenced doing business a few blocks from Meggs Wharf, since called Fishermen's Wharf, San Francisco. Today, although Antonio died in April, 1924, and Giovanni in December, 1927, the firm continues in its original location and still is operated by members of the Cincotta family.

Joe and Antonio Cincotta, present heads of the firm, have secured considerable fame as a result of the stock of groceries, galley utensils, oil clothing and general fishermen's supplies which they distribute to local crabmen, rockcodmen, lámpara fishermen and half-ring operators as well as those who fish out of Eureka, Fort Bragg, Noyo, Point Reyes, Bodega Bay, Santa Cruz and Monterey. One of their best-known pieces of equipment is the Cincotta electric float light, designed by Tony in 1927 and now used by large numbers of lámpara and half-ring boats (see WCF for March, 1931, page 29).

"Fishermen like to come to our store," explains Tony, "because we are friends of almost all of them. They knew the founders of the company, and know that we understand their problems and are seeking to help them. Then, too, they like to speak their native languages—many of them are Italian—and so they come to see us."

ANDERSON & Cristofani, boat builders of Hunters Point, San Francisco, have been awarded the contract for building the new city police boat. It will be of the cruiser type and has been designed by Lee & Brinton, naval architects. It will measure 66 feet over all by 13 feet, 9 inches beam, will have twin screws and will be powered with two 175-hp. Hall-Scott motors with 3-to-1 reduction gears. The cost will be in excess of \$27,000. The craft, which it is said will be one of the most beautiful of its kind, will have four staterooms below, a trunk cabin, deck cabin and pilot house, with sleeping accommodation for 10, two toilets, a galley and a beautiful salon. The planking will be of one and five-eighths inch pine, super-structure of teak, ribs of two and one-half inch square oak, keel of oak and transom of pine. It is to be completed about September 1.

"CALIFORNIA", 55-foot trawler of the Larco fleet, Santa Barbara, was redieseled with one of the new-type Fairbanks-Morse "Model 35FE8¾" machines in a Fish Harbor yard during early June. The engine was a 3-cyl., 75-hp. job, of open-head combustion design, and turns a left-handed 41½ by 32 wheel. Cylinders measure 8¾ in. by 10½ in. Charles Elliot, marine engineer from Beloit, Wisconsin, headquarters, had charge of the installation; he declares these new engines burn their fuel completely, leaving no smoke or soot at all.

D. LABRUZZI, San Francisco boat builder, is constructing a Genoa-type crab-boat for Joseph Tarantino, crabman of Fishermen's Wharf, San Francisco. Previous to that, his yards were busy with work on a beautiful 37-foot cruiser for Dutch Baker of San Francisco. The

PITCHOMETER Propeller Co., Alameda, California, has been building racing propellers for Elto Outboard Motor Corp. for the past four years. Now that Elto, Evinrude and Lockwood companies have merged into one (Outboard Motor Corp. of Milwaukee, Wisconsin), race records in large numbers are being made by boats equipped with Pitchometer propellers.

At Worcester, Massachusetts, on May 29, Francis Brobeil drove an Outboard Motors Corp. racing "C" to a new world's record for class "C" outboards—47.275 miles per hour, four-tenths of a mile faster than the best previous speed. He used a Pitchometer 17 by $\frac{3}{4}$ inch propeller. Another world's record was made by Ray Pregenzer, who drove a 4-60 motor on a Century Hurricane hull from Milwaukee to Chicago in one hour, 56 minutes and 10 seconds. The distance is 85 miles, making the average speed 43.89 miles per hour, the fastest ever chalked up in an outboard marathon. Pregenzer used a Pitchometer 11 by 7 inch propeller.

Bernard Killian, who, with Oscar Johnson, is owner of the Pitchometer Pro-



Wade "Red" Woodworth, All-American football guard, gives a demonstration in speed with an Elto 4-60 outboard motor and a Pitchometer propeller. He averaged 41.9 miles per hour over the 132-mile Albany-New York marathon course.

pellor Co., states that each month's business is heavier than the previous one. "Large Honolulu shipments have been made on 52, 58 and 60 inch propellers," he states. "Larger wheels for freighters, passenger ships, work-boats and large fishing vessels also have been going out from our Alameda plant. Just recently we received a second large order from the Outboard Motor Corp. of Milwaukee."

PORT OF OAKLAND announces removal of its general offices to Grove

Street Terminal, where 7,600 square feet of floor space will be used for the executive offices. These will be occupied by the port manager, chief engineer, assistant port manager, assistant chief engineer, assistant to chief engineer, port attorney, traffic manager, engineering department, accounting offices, drafting department, purchasing department, traffic offices and advertising offices. File rooms and stenographic offices will be separate from the others. The move will be made some time between August 15 and September 1 of this year.

The port has started construction of a new warehouse located in the rear of the Outer Harbor Terminal wharf, north of the Libby, McNeill & Libby warehouse. The building will be two stories high, constructed of reinforced concrete, with automatic sprinklers for fire protection, two freight elevators and other modern equipment. Estimated cost is in excess of \$250,000. It will be 280 feet long by 230 wide, will occupy 65,000 square feet of ground space and is designed for ships from the back country. It will be completed for fall shipments.

FISHERIES SHORE GUIDE

NORTHERN CALIFORNIA

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Boat Building and Marine Ways.
Satisfaction Guaranteed.
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F. LABRUZZI.
Fishing Boats and Cruisers.
2905 Jones St., Fishermen's Wharf.
San Francisco, Calif.

Electric Float

CINCOTTA BROS.
Electric Float.
Patents Pending.
444 Bay Street, San Francisco

Fresh Fish Brokers

S. TARANTINO & SON,
Fresh Fish Brokers.
Specializing in Sardines.
Fishermen's Wharf, San Francisco.

SPENGER BROS. SHRIMP CO.
Fresh and Dried Shrimps.
San Quentin Point,
Marin County, Calif.

Fresh Seafood

DAVI FISHERIES
Striped Bass, Salmon
Shad and Catfish
Operating My Own Boats
Pittsburg, Calif.

FRANK SPENGER CO.
Crabs, Shrimps, Fish, Sardines,
Cocktails—Sporting Goods.
Berkeley, Calif.

Lumber

SMITH LUMBER COMPANY
Channel between Fourth and Fifth Sts.
San Francisco
Port Orford White Cedar
Mahogany—Pine—Plywoods
Clear Timbers—SHIP KNEES
Pine and Spruce Box Shook

Marine Equipment

ETS-HOKIN & GALVAN,
Marine Electricians.
Marine Equipment.
San Francisco—Wilmington.

Marine Hardware

CINCOTTA BROS.
Marine Hardware and Fishing Supplies
444 Bay Street, San Francisco.

Marine Ways

BRUER-SIEMER CO.
Marine Ways—Repairing.
Barges, Tugboats, Launches.
956 Evans Ave., San Francisco.

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INTERNATIONAL BRAND

Marine Compositions
Anti-Corrosive, Anti-Fouling
and Bottoming for iron and
steel vessels

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for wooden vessels

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afloat.
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Crabs, Lobsters, Shrimps, Clams.
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MONTEREY

Marine Engines

RUSSELL MARINE SHOP
Factory Representative—
ATLAS IMPERIAL DIESEL ENGINES
Evinrude Outboard Motors
Fishermen's Wharf

Marine Machine Work

L. T. CRITCHLOW
Marine Machine Shop
Fairbanks-Morse Products
All Makes Marine Engines Repaired.
Caille Outboard Motors.
32-34 Fishermen's Wharf

Salt

MONTEREY BAY SALT CO.
High Grade DEEP SEA SALT
Coarse Ground Varieties
Moss Landing, Monterey County.

Sliced Abalone

COAST ABALONE COMPANY
CACO Brand Canned SQUID
Sliced Abalone Shippers
Fishermen's Wharf

Wholesale Fish

STEVE CANEPA
Wholesale & Retail Fish
Orders Filled Promptly
21 Fishermen's Wharf

FISHERMEN
SECTION

MONTEREY

MONTEREY SARDINE Fishermen's Organization, Inc., has been selling considerable quantities of frozen squid to Atlantic Coast Fisheries Co. of New York City. Purchasing, freezing and shipping the crustacea are handled by T. J. Guaragnella, San Francisco representative for Harden F. Taylor's firm. Under Guaragnella's direction the fish is shipped to San Francisco, where Merchants Ice and Cold Storage Co. freezes it in 20-pound blocks. It then is packed in boxes in lots of 10 blocks (200 pounds) and shipped east either in refrigerated cars by fast freight or through Panama Canal in vessels with cold storage facilities. It is believed that this season's purchases by Atlantic Coast Fisheries will total 100 tons.

NOA MATTHEWS, formerly employed as inspector with California Commercial Fisheries Bureau, Monterey division, under Capt. Ralph Classic, has resigned and accepted a position as manager of Fishermen's Wharf, Monterey. Matthews (or Matt, as his friends know him best) started with the Fish and Game Commission on August 27, 1927, and has made a host of friends among Monterey canners, fresh fish dealers and fishermen. All who know him say that he has been fair in his dealings and has served the state and people of California in an able manner.

BRUER & SIEMER, with marine ways and repairing facilities in San Francisco, report that their business this year, to date, will exceed their volume over the same period in 1930 both in number of jobs and in financial returns. "All kinds of water craft have come to our yards," states one of the partners, "and we expect the balance of this year to show an improvement over the first half."

CARLO MAROTTO, San Francisco fisherman, drank eight ounces of strychnine on a street-corner on the night of May 5, and died while being rushed to a nearby hospital. Marotto, who was the owner of a crab boat and a member of Crab Fishermen's Protective Association, apparently committed suicide in a fit of despondency. He was unmarried and was 29 years of age.

IN DISPOSING of their catches, Oregon trollers this season are forced to overcome two handicaps which have been lacking in past years. These are practical elimination of the California market and failure of canners to pack troll-caught salmon. California sales have been reduced to the vanishing point by recent legislation which forbids bringing of fish under 27 inches into the southern state, while the now-famous "depression period" is blamed for the canners' lessened operations.

U. S. BUREAU of Fisheries is planning to establish a fish hatchery on Snake River where it flows through Hagerman Valley, Idaho; it will cost \$60,000.

LEE T. CRITCHLOW, owner of Marine Machine Shop, Fishermen's Wharf, Monterey, has purchased an area 80 by 40 feet, including buildings and wharf where he now is located, from Union Oil Co. of California. Critchlow has occupied his present location for six years; prior to that time he was located two doors south. He plans to enlarge his shop and store-room and continue to display Union oils and greases. He also will continue his work as a mechanic and as factory representative for Fairbanks, Morse & Co. products, Allan Cunningham whistles, horns and deck machinery, Edison batteries and lamps, New Jersey bottom paints, Pyrene fire equipment and W. P. Fuller deck paints.

Among recent tasks brought to Critchlow's plant is overhaul of a 200-hp. Hall-Scott engine used in a 28-foot sea-sled. The craft, which has a cruising speed of 42 miles per hour, is by far the fastest boat on Monterey Bay. The owners, San Francisco men, usually operate at three-fourths power; combination of a Hall-Scott and a Pitchometer propeller gives the sled speed and reliability.

Another recent job is overhaul of the 90-hp. Atlas-Imperial on Capt. C. Balbo's purse-seiner, "Columbia". Balbo, who fished for San Carlos Canning Co. last season, is anxious to have his ship in the best of condition for 1931 operations.

"A. B. CARPENTER," familiar operator in the high-seas tuna fishery of the West Coast, during middle June, was sold under the hammer to satisfy an attachment of the Bayview Supply Company of San Diego. Mrs. Nan Allan, widow of the vessel's former managing owner, strove mightily to save the ship, but temporary inactivity in tuna fishing defeated her efforts. New owners will commission the craft as a tender, plying along the Baja California shore and calling at the packing plants at Sausal, Isla de Cerros, and Cabo San Lucas.

The "A. B. Carpenter" was built at Winslow, Washington, in 1912; measuring 110 ft. by 23.8 ft. by 9.3 ft., it scales 174 gross and 118 net tons. After considerable service as a steam towboat the vessel was rebuilt so as to accommodate passengers, of which it was licensed to carry 22 in Alaskan waters. In 1927 conversion to diesel propulsion occurred, and then the craft became an active participant in Mexican tendering and live-bait work. It fished and carried tomatoes and tendered supplies until the recent lay-off. Its hold accommodates 120 tons of iced tuna and 51 tons of live-bait water are carried on the stern.

"SANTOS," of the Coast Fishing Co. fleet, Wilmington, and "California", owned by Larco Brothers of Santa Barbara, are being equipped with 75-hp auxiliary engines by Fairbanks, Morse & Company. The diesels are of the same type as those on "Reliance" and "San Lucas", but are the first of that model in a 75-hp size.

K. TAKIGUCHI, vice-president of Monterey Fishermen's Hook and Line Association and secretary of Monterey Japanese Fishermen's Association, made two trips to San Francisco during the past few weeks. On Monday, June 22, accompanied by five other Japanese fishermen, he met Bryce B. Florence and Henry Dowden, Northern California seafood brokers. The Monterey men also attended a meeting of officials of Northern California Fisheries at their offices on Montgomery Street.

On July 6 Takiguchi returned to San Francisco to discuss abalone operations with dealers of the city. He explains that until recently abalone fishermen have been receiving \$2.00 per dozen for their catches, delivered to Monterey plants. Not long ago, however, dealers cut the price to \$1.75 per dozen, following which the fishermen went on strike. The trouble since has been patched up, and Takiguchi reports that abalone fishing is being resumed, with prices at the lower rate.

"Salmon fishing in Monterey Bay this season was almost a complete failure," says the Japanese. "A few fish showed up during the last few days of last month, but since the season closed on June 30, their arrival was not of much benefit to fishermen. The total catch from Monterey Bay is estimated at approximately 12 tons."

CALIFORNIA Sardine Fishermen's Organization, Inc., new Monterey association, which filed articles of incorporation with the secretary of state on May 26, elected from among the 10 purse-seine and half-ring fishermen who attended the first meeting the following officers: Frank Lucido, president; Salvatore Cardinale, vice-president; Sal Coletto, treasurer; Victor Giglio, acting secretary; Frank Spadaro, director. The second meeting of the organization, held March 29, was for the purpose of admitting new members. At that time a plan was outlined which calls for engaging a manager who will negotiate contracts with canners and conduct other business for the members.

"The larger boat owners for some time past have realized that their problems differ from those of operators of smaller craft," states one of the association's officers, "and long have felt that a separate organization should be formed. Our members are willing to meet with the sardine canners and work out a fair and practical plan whereby prices for sardines may be determined on a sliding scale which will adjust itself to market conditions which affect returns from the finished product."

RULE & SONS, Inc., has decided to concentrate its efforts upon the Southern California territory, and consequently has disposed of its branch offices in San Francisco, Portland, Oregon, and Seattle, Washington. Cosgrove & Co. has purchased the Northern California establishment, that in Portland has been sold to Campbell & Hall and La Bow, Haynes & Ball are owners of the former Seattle headquarters.

FISHERIES SHORE GUIDE

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FISHERMEN
SECTION

SAN PEDRO

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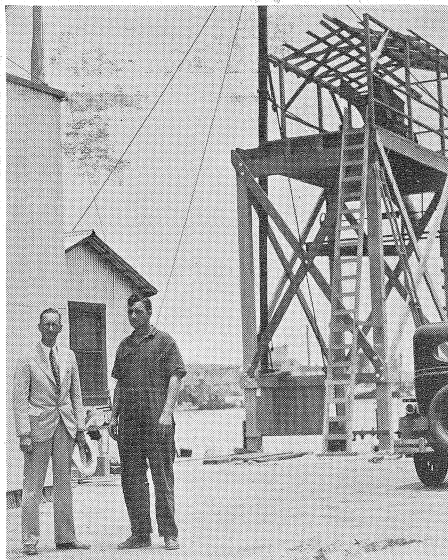
FISH HARBOR, San Pedro, is undergoing rapid transformation and improvement. Recently it was deepened, provided with new and stronger beacons, and its outside channel was buoyed. Now it is being further developed by the construction of new wharves, berthing places, roadways and similar terminal facilities. Much of this work is being accomplished at municipal expenses, but in at least one principal exception the betterments are being made through the initiative of private parties.

The "Marine Ice and Oil Station," a branch of the Gilbert C. Van Camp Organizations, came into being June 1, on which date the ice-breaking business of Sato & Sato was acquired. Immediately a plan of complete reconstruction was put into effect, the first effort in this direction being to tear down the breaker-tower theretofore used, and to construct a new and larger one. The crusher is a Model 49-J Creasey—the largest and best in the port—and it has been erected with dual electric controls, automatic elevator, adjustable chutes and all other accoutrements so that any tunaship can be iced immediately and without special contrivances of any sort.

James O. ("Scotty") Scott, outside man for the Van Camp interests and manager of the plant, remarks:

"We are not only going to dispense ice at this station, but also fuel oil, lubricants, greases and everything that is needed in a vessel's engine room. It will be the only station in San Pedro where a ship can take its ice and petroleum without having to move from place to place or be warped along the quay. What's more, we have an ice house in which we keep 1,500 blocks stored, so we are in position to refrigerate the biggest ship on short notice, and don't have to make arrangement a day ahead so as to call out a fleet of trucks to get ice down to us."

Being situated on Fish Harbor, the Marine Ice and Oil Station is in ideal location, especially since when berthing places now under construction are completed, some 200 more boats will head-



James O. Scott, manager, and Geo. W. Williams, superintendent, of the new Marine Oil & Ice Station at Fish Harbor. This photograph shows the large breaker tower before it was completed.

quarter there. Moreover, it is not at all improbable that some time soon the San Pedro Municipal Fish Markets may have a new edifice erected on Fish Harbor for their better accommodation. There are many reasons to favor such a happening, one being that the present site is difficult of approach, and another is that passing marine traffic sets up such swells as seriously to inconvenience small boats lying alongside the wharf.

"In Fish Harbor there are no oil tankers, navy shoreboats, water taxis, yacht cruisers or fast passenger ships running up and down to make a lot of waves," says Scotty. "A vessel can lie at the wharf in comfort there, and it is a big convenience to be able to take ice and fuel at the same place. We think that Fish Harbor has a great future, and we are glad to gamble on its success to the extent of providing these fine facilities."

The new plant is attended by Geo. W. Williams, good-natured six-footer who
(Continued on Page 75)

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FISHERIES SHORE GUIDE

(Continued)

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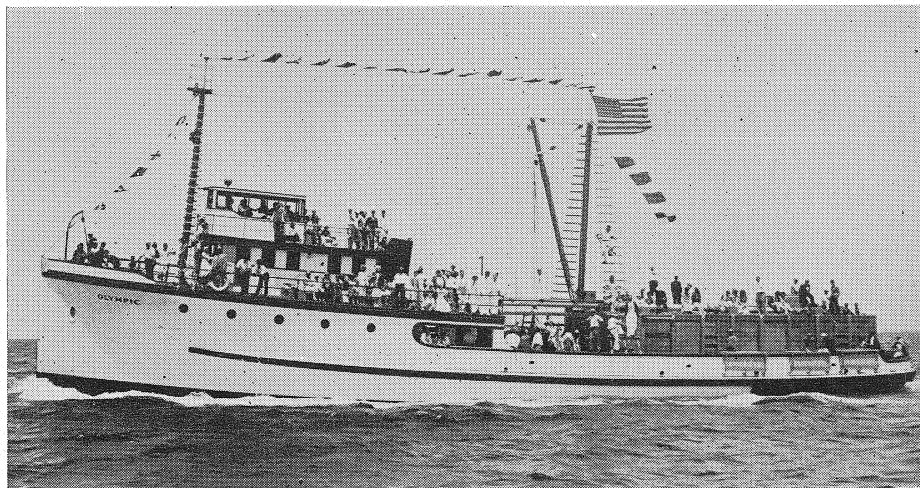
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HARBOR BOAT BUILDING COMPANY

FISH HARBOR—PHONE 1415

Terminal Island, California, Los Angeles Harbor

FISHERMEN SECTION

MAKING OAKUM

UNIFORMITY is an important feature in satisfactory performance of oakum, as every fisherman knows, for it permits even calking of seams, with less danger of pulling out or leakage. How one company obtains this desirable uniformity was described in a recent interview granted WCF by an official of Wall Rope Works, Inc., New York City.

"The first step in production of oakum," stated the executive, "is, of course, the obtaining of raw materials. Wall Rope Works, Inc., has a hard and fast rule that no scraps shall ever be used or even considered for use in manufacturing Wall oakum. We find that old fibre generally has lost some of its qualities through exposure to the elements; when it is mixed with new, clean fibre a sacrifice is made in quality of the finished product. Hence Wall's first rule guards uniformity through the primary step.

"In the second stage of production uniformity is maintained by precise knowledge of the proper kind and proportion of tar necessary. Too much of this substance takes the springiness out of fibres, a condition which quickly may be detected by squeezing a bit of oakum in the hand. If it remains compressed and matted down, there is too much tar in it. Every pound of Wall oakum has exactly the same amount and the same even

distribution of tar as all other pounds, and uniformity consequently is maintained through the second step of production.

"Finally, Wall has achieved special methods of uniform and complete impregnation which cause the finished substance to be less subject to deterioration and more likely to 'stay put' than in other cases. This complete uniformity through each step of production, we believe, makes certain uniformity in the finished product. Wall oakum is especially pleasant to use because it dries evenly and easily."

"SAO JOAO", San Diego tunaship and member of American Fishermen's Tuna-boat Association, recently has installed larger fuel tanks in the bow and added new refrigeration pipes in the bilge.

CREW MEMBERS of the tunaship "Glory of the Seas" recently removed the canvas which for some time had been used to cover the upper deck and planked it over.

LIGHTHOUSES at Todos Santos and the south end of Coronado Island will

be completed about September 1, according to Tomás Marin, engineer in charge of construction. As reported in previous issues of WCF, these will be two of a series of beacons which will guide mariners from the Mexico-U. S. A. line to Cabo San Lucas. Fishermen have felt the need for these safeguards to navigation for many years, and will welcome their completion.

"NAKA", San Pedro market-boat of which R. Beato is master, was disabled during middle June, but was brought into port by U. S. Coast Guard cutter "257".

The FISHERMAN GLOVE



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SEATTLE GLOVE CO.

Ice and Oil

(Continued from Page 73)

formerly was of the Union Ice Company's crew. He has at his disposal an almost automatic mechanical system which feeds the 300 ice blocks to the breaker as fast as any vessel crew will want to handle the broken ice—one ton a minute!

"We use Union ice," declares Williams. "There is none better or of more uniform quality. In our 1,500-block storage we have a 5-ton Baker ice machine installation which maintains a temperature of about 20 degrees. That is a lot colder than freezing, so the fisherman gets a good deal more than his money's worth. More than that, the low temperature makes the ice very brittle, so it breaks into finer particles which pack into a boat's hold more satisfactorily."

The selection of fuel oils, lubricants and greases includes: "Socony Dewaxed" and 100% Parafine Base" eastern oils; "Green Spot" western oils; all of the regular grades of General Petroleum fuels. What might be called "Scotty's Special" is a beautiful new fuel of 28 gravity—a highly refined General Petroleum product as handsome to see as a Mexican opal.

Considerable work still remains to be done in finishing the combination Marine Ice and Oil Station, but already the new ice crusher is in operation and complete service is being afforded. Meanwhile, Scotty is a busy man, moving around the water front so rapidly that noy you see him and now you don't. But when next you chance to meet him on the quay, ask to see the new "Scotty's Special" 28-gravity fuel with the gleam of opal fire in it—he always carries a flask of it on his hip!

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FISHERIES SHORE GUIDE

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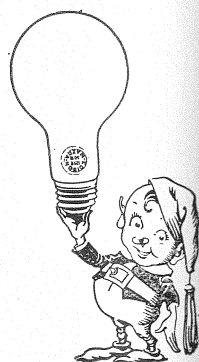
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FISHERMEN
SECTION

SAN DIEGO II

CAPT. JOHN B. ZOLEZZI, son of Capt. Julius D. Zolezzi and present master of the rock cod boat "Balboa," has put the vessel into cabrilla and jewfish service. When rock codding became poor, the "Balboa" was outfitted for tuna work, but with the 60-day shut-down coming on, John switched over to grouper and bass lining. Early in June he came into San Diego with a load of Mexican fish which weighed out at about a ton and a half of cabrilla and 175 jewfish. The young skipper makes his home with "Lateen Jim" Olivieri, in the 2300 block of Columbia street.

MANY SMALL JOBS characterized the month of May, from the standpoint of the A. R. Robbins Marine Engine Works, states W. H. McMaster, accountant for the firm. Records of the company show the following work accomplished: "Vinsinco Amario," main engine (20-h.p. Standard) overhauled; "Francisco," main engine (12-h.p. Robbins) overhauled and new propeller; "Two Sons," paint, and adjust engine; "Gusseppi Padre," new stem, after collision with "Italy"; "Mascot II," paint, and refasten bed-timbers; "Comedy," clean and paint; "Betty D.," struts, and paint; "New Victoria," new rudder; "F. A.," paint, and clean 20-h.p. Standard engine; "Unione II," paint, and tune up 50-h.p.

Equipment Progress

(Continued from Page 22)

Standard Oil Co. of Calif.: Added 50 feet to the east wing of Municipal Wharf, Monterey, California, with new wharf-crane and small-boat landing platform; completed Santa Cruz marine station in February, extending wharf, erecting 10x 20-foot building, installing two 585-gallon tanks; enlarged Ballard (Seattle) marine station, enlarging oil dock and increasing facilities; opened new San Diego marine station in a steel building with large storage tanks for diesel and gasoline.

Clem Stose: Universal light plants, Sterling, Kermath and Universal engines and outboard motors were sold to Southern California fishermen and work-boat operators by this San Diego man during 1930-31.

Tanner Bros.: This San Pedro establishment has loaded thousands of dollars' worth of produce and groceries aboard tunaships and other sea-going fishing vessels during the last year, for deep-sea fishermen need good food in order to keep strong and healthy in their more or less cramped quarters.

Turco Products Co.: A substantial increase in volume of sales during the past 12 months over that of the corresponding previous period is reported by officials of the company; this record is felt to be particularly gratifying in view of the present period of business depression.

Tubbs Cordage Co.: Stuart T. Henshaw, with this firm since 1917, was appointed sales manager during the first part of 1931; an important order of Tubbs Brothers rope was delivered to Young "Mamo," and the two even larger barges it took with it to Honolulu from San Francisco.

Robbins engine; "Angelo M.," paint, and rebabbit stern-bearing; "Phillie," paint; "Cornell," paint; "More Fun," new propeller; "S. Giovanni," paint and rebabbit stern-bearing; "Scripps," paint; "Three Sons," paint; "Two Brothers," paint; "Barney Google," new propeller and shaft.

"BETTY B.," tunaship which is member of the Pacific Coast Fishermen's Association, San Diego, is without its master, for Harry Shanklin, owner and captain, died on July 6.

Death of the well-liked and successful fisherman came as a surprise to those who frequent Tunamen's and Fisherman's wharves, for he was believed to be recovering rapidly from results of fish poisoning incurred some time ago. At that time, on June 15, he was injured while attempting to kill a large jewfish which had been taken not far from San Diego. When the poisoning was recognized, "Betty B." came home at full speed and Capt. Shanklin was at once taken to a local hospital, where his death later occurred.

"TAMAROA," U. S. Coast Guard cutter, was called upon late in June to transport Pete Lokos, fisherman aboard the purse-seiner "Eight Brothers", to a San Diego hospital. Lokos suffered injuries

Uhlin Machine Works: This prosperous Wilmington company manufactured metal appliances and hardware for use in canneries and aboard fishing vessels of San Pedro, Wilmington and Long Beach.

E. A. Ulmann: It was a set of three Ulmann patented cookers which were constructed by Standard Boiler & Steel Co. for use in E. B. Gross Canning Co., Monterey; Ulmann's headquarters are in Los Angeles.

Gilbert C. Van Camp Insurance Agency: Insurance for a great number of fishing vessels is carried by this San Pedro and San Diego company, including the following: "Santa Margarita", "Blue Sky", "Reliance", "San Lucas", "City of San Diego", "Sea Ranger", "Asama", "Western Pride", "Panama", "Betsy Ross", "San Rafael", and "Chicken of the Sea".

Union Oil Co.: Among Union developments was completion of a new marine station at Monterey, California; it measures 80x22 feet and was finished late in June, 1931, at a cost of \$8,000; a floating plant was established at Santa Barbara.

Union Ice Co.: The many-phased activities of this large Southern California company continued undiminished during 1930-31; an important achievement was completion of the new cold-storage and sharp-freezing plant at Wilmington; thousands of tons of ice were furnished tunaships at San Pedro and San Diego through Lawrence Oliver, San Diego, and Zankich Brothers, Star Fisheries and Marine Ice & Oil Station, San Pedro.

Wall Rope Works: Wall oakum went into a large number of the new ships constructed during the past year on the West Coast, and also was used to calk older vessels which were pulled out on the marine railways of fishing ports.

Washington Iron Works: Washington

to his foot when the skiff being used in making the set crashed against the main vessel while his leg was between the two.

INGLE MANUFACTURING Co., San Diego factory which produces the well-known and well-liked Ingle line of marine oil-burning ranges, sold nine of their products to U. S. patrol boats at Bath, Maine. Another set of 24 stoves was purchased by the encampment of National Guardsmen at San Luis Obispo, California.

G. SHABATA, abalone diver who was employed by Ocean Industries at its Turtle Bay Japanese colony, died June 24 of a form of heart disease. During a streak of inclement weather he complained of pain which steadily grew worse, in spite of attempts to save him by his friends and a local druggist. His funeral was held during the first of July and was attended by officials of Ocean Industries and friends of San Diego, San Pedro and Turtle Bay. He is survived by a wife and child, both of Japan, who were notified of his demise by cablegram.

"OLD TIMER," San Pedro purse-seiner, left for the north during early July.

diesels were installed in "Rio Grande", "Alten", "Scoter", "Mary Ellen" and other fishing vessels during the past year.

West Coast Gas Engine Co.: New Marley cooling tower was installed in the San Diego fresh fish market of F. E. Booth Co., Inc., by Lew Thomas of West Coast Gas Engine Co., San Diego.

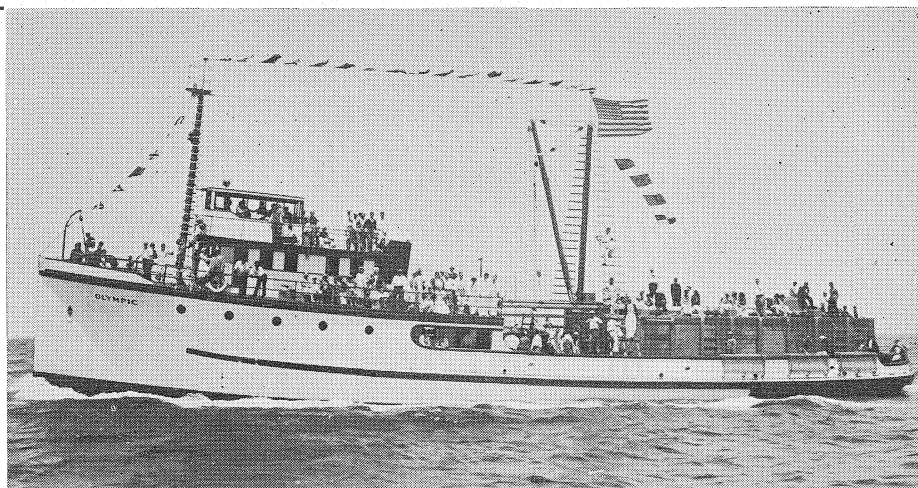
Western Enterprise Engine Co.: In addition to a number of new big ships which are powered with Western Enterprise diesels, "T. G. Condare", last of the steam trawlers of Northern California, was converted to diesel by installation of a W-E 4-cylinder, 200-t.p. engine; this installation increased cruising range from 8 to 10 days and speed from 8 to 12 knots.

George A. Williams Paint Co.: This San Pedro supply house furnished much of the paint and varnish used by fishermen in keeping their vessels in good condition during 1930-31.

Westinghouse Electric Co.: Westinghouse generators and electric motors were installed aboard a number of new ships as well as many old ones; among the latter were "St. Therese", "Flying Cloud", and others.

C. A. Woolsey Paint & Color Co.: Through Geo. A. Dwelle, West Coast representative, this firm has placed on the Western market during the past year a new 100 per cent bakelite resin varnish which does not require special thinners or brush cleaners but is so manufactured that ordinary turpentine may be used for either of these purposes; "Speed Boat Red" and "Speed Boat Green", hard-drying paints for fast vessels, were added to the Woolsey line.

York Ice Machinery Corp.: Among ships installing York refrigeration machinery were "Vasco de Gama", "Chicago", "Flying Cloud" and others.



Captains Zankie and Zuanich, owners of the great new Olympic have been customers of Hendry's for years.

"Hendry furnished the gear"

It was not by chance that the C. J. Hendry Company was chosen to furnish so many of the fine features which go to make the "OLYMPIC" the great ship that she is.

For many years the fact that "Hendry furnished the gear" has been accepted as conclusive evidence of any ship's claim to superiority. It was quite natural then that Captains Zankie and Zuanich should designate this chandlery as one to supply a goodly portion of its most important gear.

The C. J. Hendry Company heartily congratulates the two sturdy skippers on their latest achievement.

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27 Main Street
SAN FRANCISCO

111-121 Front Street
SAN PEDRO



930 State Street
SAN DIEGO

764 Tuna Street
SAN PEDRO

THE C. J. HENDRY COMPANY

*Pioneer Ship Chandlers and Fishermen's
Supply House of California*



Preparation room of Tubbs Cordage Company, San Francisco, showing bales of manila fibre being combed out in the first process of rope-making. These long, strong strands eventually will become a portion of a powerful "Supercore" towing rope or "Green Rope" purse-line.

Three Quarters of a Century

FISHING may be numbered among a relatively few of the world's industries which, for varied reasons, have not changed greatly in methods or equipment since ancient time. In the case of those who depend upon the hook and net for their livelihoods, the ocean is so rich in treasure that they have been able to secure comfortable incomes while permitting the main currents of progress to pass by them unheeded.

Especially has this been true in the case of preservation of gear. Statistics indicate that vast amounts of money are invested in nets and ropes each year, but it is only recently that proper attention has been devoted to their care and treatment. Fishermen for the most part have been satisfied to protect such equipment against fouling, thereby making it efficient for the moment, without giving thought to maintenance of tensile strength and consequent lengthening of life.

During the past decade or two, however, the general trend towards efficiency and development has become manifest among the world's fisheries. Today a number of preservation methods are in use; some are more or less effective, while others are next to worthless. Comparison among these are tarring, tanning, treatment with copper paint and with various types of petroleum products. The United States Bureau of Fisheries has made a considerable study of these materials, has conducted numerous experiments and recently has issued a report on its conclusions which is recognized as carrying the weight of authority.

Tar, according to the bureau report, is the most commonly used preservative for

fish nets in the United States. While it has certain virtues, these are accompanied by evils which prevent the substance from gaining more widespread acceptance. The chief objection raised by fishermen is that tar stiffens nets and greatly increases weight, thus adding to damaging influences which affect the webbing a strain which shortens its life. In addition, application of tar is a laborious and messy task, and after it has been applied the nets are not properly protected from fouling.

Tanning or "barking" ranks next in the list of common preservatives applied in this country. Used alone, tanning solutions are of no noticeable value for this purpose. They make the strands harsh and stiff, thus having the effect of impairing their ability to withstand mechanical wear or abrasion. Tanning has the additional drawback of shrinking nets to a greater extent than any other popular preservative.

Copper paint, long used for bottoms of boats and ships as a preventative to entrance of marine borers and to fouling by barnacles and other growth, only recently has been introduced as a net-protection. Its anti-fouling qualities are well known, but like tar and tanning solutions it stiffens the lines, increases their weight and greatly reduces their wearing abilities. It also is decidedly expensive for this use, which is an item every fisherman must consider.

Petroleum products, so far, have been unable to meet the severe tests required of them. They penetrate well and appear to be successful substitutes for tar, but they fail to show any degree of preserv-

ative quality, stiffness of the webbing greatly is increased and tensile strength of the lines rapidly diminishes upon exposure.

Among firms which not only have watched these experiments with great interest but themselves have taken active part in the search for proper materials is Tubbs Cordage Co., whose chief locale is San Francisco. The first rope walk on the West Coast was constructed in San Francisco by this company in 1856; since that date, 75 years ago, has maintained research facilities in which not only have competent scientists studied the problems met in manufacture of cordage but also those which must be overcome in its preservation. As a result of annual expenditure of thousands of dollars in this work, Tubbs Cordage Co., has been responsible for many of the advanced methods of caring for the products they manufacture.

Recognizing that known means of rope and net protection were unsatisfactory, scientists employed by various agencies began search for a preservative which would be possessed of the following qualities: ability to preserve, a minimum of weight, low percentage of shrinkage, ability to withstand mechanical wear, ease and convenience in handling. Under preservation they included not only prevention of decay within the cords, but a substance which would render the gear free from fouling. Weight they classed as an important factor because the more of it they could eliminate the easier webbing could be handled and the less strain would be applied to the strands. Shrinkage is well-known to damage cordage,



Photo by Rosenfeld

The SHIPMATE-equipped galley of the U. S. Survey Tender "WASCO", built for the U. S. Engineer Office by Jacobson & Peterson, 1931, designed by L. L. Kromholtz.

The U. S. Engineer Office in having a SHIPMATE Gas Range and Water Heater specified for the galley of the new Tender "WASCO" appreciated the many advantages of this equipment, including its cleanliness, safety and convenience.

SHIPMATES are made only by
THE STAMFORD FOUNDRY COMPANY
STAMFORD, CONN.

SHIPMATE

WOOLSEY'S

W OOLSEY has kept faith with the fishermen since **1853** and has never produced better Paint than **NOW**.

W OOLSEY'S COPPER "**BEST**" Paint, the World's Standard for Wooden Bottoms. It contains more copper than any other paint on the market.

W OOLSEY'S COPPER OLEATE Fish Net Preservative. Strongest on the market. Used by those who know True Value.

W OOLSEY'S TUNGSPAR VARNISH will Not Turn White, Crack or Blister.

*Distributed by all the
leading Ship Chandlers.*

C. A. Woolsey Paint & Color Co.
JERSEY CITY, N. J. SAN FRANCISCO, CAL.

Ederer Netting for All Kinds of Fishing

Our California Distributor
C. J. HENDRY CO.

carries in stock purse seine, round haul and gill nets, for Tuna, Barracuda, Mackerel and Sardine seining.

*Ederer Netting Is Cheapest
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ROPE

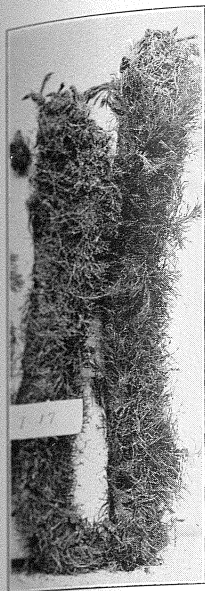
THE TEST OF TIME

For seventy-five years TUBBS PRODUCTS have been the standard of comparison on the Pacific Coast. From the trim clipper to the majestic floating palaces, from old time whalers to modern trawlers, from northern lumber mills to southern oil fields, wherever Rope or Twine is used, TUBBS is the password for unexcelled Quality and Service. To better serve the West is our aim. When better cordage is to be had we will manufacture it. Look for our name on the burlap of each coil and marker in the axis of the rope. Be sure it's TUBBS.

TUBBS

CORDAGE COMPANY

San Francisco, California.



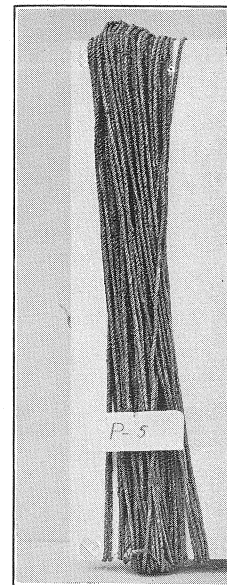
Fishing line shown in this illustration was treated with quercitron and potassium bichromate, after which it was submerged in sea water for four months. Little doubt is left as to failure of these chemicals to prevent fouling. Courtesy U. S. Bureau of Fisheries

since it increases strain and thereby decreases tensile strength. Importance of ability to withstand mechanical wear and desirability of possessing gear which does not require unpleasantly sticky methods of protection both have long been stressed by students of fisheries problems.

Following considerable experimentation by Bureau of Fisheries technologists and others, copper oleate was developed to meet the requirements listed above. Through tests and practical application, this substance has been found more nearly to meet all demands placed upon it as a preservation than any other protective agent yet discovered. It has the property of retaining tensile strength of the twine, rope or netting for longer periods of time, without shrinking or adding weight to the net. It inhibits adhesion of marine growths, preventing organic matter from fouling or rotting nets and rope. Replacement costs are reduced by increased length of service and overhead expenses diminish at the same time that the gear performs in better fashion than ever before.

To utilize this new material, Tubbs Cordage Co. has developed a companion product to its famous "Supercore" which it calls "Green Rope." This line of cordage, made from high-quality manila, is pretreated with copper oleate before it reaches the consumers' hands. It is possessed of all the desirable qualities that obtain in a rope which the user himself has subjected to the preserving influence of copper oleate, but it eliminates necessity of the fisherman performing the inoculation himself. As it comes from the mills of Tubbs Cordage Co. it is ready for immediate use without further attention. Its name is an indication of this fact, for it shows that the product

Fishing line treated with copper oleate and submerged in sea water for four months. As may be seen, this cord is in as good condition as it was when first put into the water. There is no evidence of fouling. Courtesy U. S. Bureau of Fisheries.



has that green shade which may be noticed in all twine treated with copper oleate.

Tubbs' "Green Rope" is said to have enjoyed phenomenal popularity since its introduction to the trade and many new customers are being added every day.

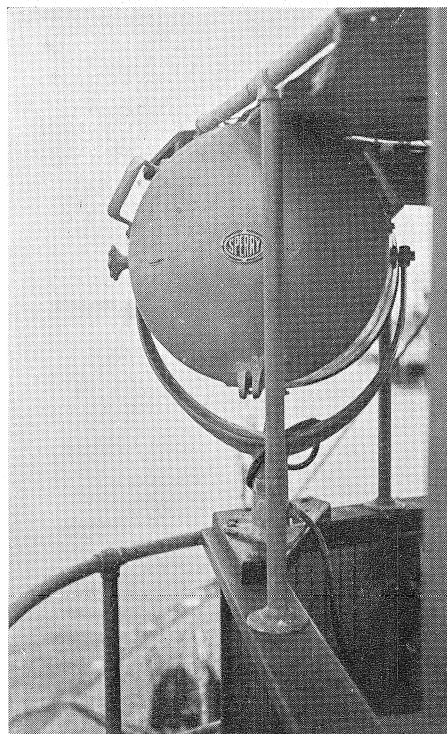
"Cipango's" Incandescent Beacon

MORITARO TONAI, Japanese master fisherman, commands the San Pedro tuna cruiser "Cipango". This is variance from past practice, for ordinarily Capt. I. Ono has charge of the vessel, but it happens that at present Ono is absent on a protracted visit to his wife, children and kinfolk in Nippon. Pending the traveler's return Tonai has the ship, which he operates in the interest of Captain Y. Nakasuji, owner.

"Last trip we didn't have so good luck," avers the skipper. "Everybody didn't catch much fish. Tuna very scarce, very scarce. Wind blow too much, so we have some bad weather and hard time to anchor. Sometimes we come to islands to anchor late at night. That very bad, very dangerous business in the dark. But we have big Sperry searchlight, so can see all around. That way don't hit the rocks, of which are many!"

The courteous captain goes on to explain that the searchlight was installed aboard the vessel subsequent to its commissioning—at a time when a keen need had been felt for it by the crew.

"We didn't have searchlight when 'Cipango' was built; we had it put on afterwards. We needed it to find places to come home to San Pedro with fish in the dark. Also, we have curiosity, and sometimes like to see who they are when we pass other boats on the banks. Night-time you see they are white, but you don't see the name. The searchlight shows the makes light maybe two miles away, if the night is good. We use all the time when we ice-down tuna. It makes everything very bright, like day."



The points brought out and emphasized by Captain Tonai are the same as have gained admiration for the Sperry searchlight from other users. Standard Oil of California is one of the most enthusiastic

of these, the firm having been converted to Sperry gospel by the tragic collision which occurred between their tanker, the "S. C. T. Dodd", and the coastwise passengers packet, "San Juan". It happened that the tanker was provided with an 18-inch Sperry on its bridge, and this big lamp was gotten into action immediately. Its powerful beam was played upon the unlit bulk of the sinking "San Juan", and practically all of the small-boat rescue work was effected by means of this illumination. As the boatloads of survivors were brought alongside the tanker, the control on the searchlight was manipulated, thus changing the nature of the lamp from that of throwing a focused ray to merely emitting a vast quantity of soft light. This altering the nature of the lamp continued all through the night, and until other rescue ships arrived in the morning.

At the time of the collision the oil company already had some eight of its largest tankers equipped with Sperry lights, but after the demonstration made at the time of the accident, bolstered by the unanimously complimentary criticism of bridge officers who were called upon for comments, the firm likewise equipped all of its smaller bottoms. Moreover, one was shipped to the Republic of Colombia, South America, for use on a river steamer engaged in geological and oil-exploration work, and another to Alaska for installation upon a distributing barge operating on salt water. Theretofore arc-lights had been in service aboard many of the ships of the fleet, but all these were then removed and junked.

Acceptance of the Sperry searchlight has become general, and the equipment has gained recognition as standard, these claims being backed by the fact that during the last year no less than 21 of them were installed aboard U. S. Coast Guard cutters, large and small. Moreover, the million-dollar expedition cruiser, "Valero III", now being commissioned by the gentleman adventurer, Capt. G. Allen Hancock, is Sperry-equipped throughout: A gyro-compass with three repeaters, a triple-steerer (combining a special steering engine automatically controlled by the gyro-compass, an auxiliary controller on the top bridge, and an emergency manual control system), two rudder-indicators and an 18-inch 1,000-watt searchlight for which a mounting has been placed on each wing of the bridge. Because the Sperry searchlight weighs only 35 pounds when made of aluminum, it readily can be carried to whichever side of the vessel may suit. Indeed, mountings could be placed aboard a tunaship at any desired location, and the searchlight converted into a mighty flood-lamp for use during icing-down operations during the night. All of these uses already have been discovered by Captain Tonai, who finds it practicable to employ the Sperry as a floodlight from its fixed position on the port side of the navigation bridge.

KELVINATOR TO HILLER

PAUL W. HILLER, M. E., who maintains show rooms and offices at 334 Broad Street, Wilmington, California, reports having been appointed representative of the Kelvinator Corporation in his district. The Kelvinator firm has its central headquarters in Detroit, Michigan, where it manufactures mechanical refrigeration equipment of first quality.

"Kelvinator is one of the 'Big Three' in the refrigerator manufacturing business," declares Hiller. "It is a large corporation, well financed, having the best of engineering talent and boasting an extensive distribution-and-service system. Its products have won international recognition owing to their excellence, and now more rapid progress is being made than ever before."

Hiller has associated with him a refrigerator man of abundant experience—Jess E. Crowe of Los Angeles. Crowe has been engaged in mechanical refrigeration work for a long while, and has put in six years of intermittent service with the Kelvinator concern itself. He is a zealot and enthusiast for that make of chilling machinery.

"A good way to make a comparative estimate of this kind of apparatus is to investigate what the U. S. Navy uses," says Crowe. "Now, it is admitted that almost anyone—the Navy included—may be fooled once, but before very long the truth will out and then the fooling is all over. That is when the fooler becomes the fool. Well, the Navy uses Kelvinators. It used to have other makes in the ships, but those are being taken out now and replaced by Kelvinators. What's more, new vessels have Kelvinator specified in the equipment lists."

Crowe explains that although the Kelvinator is a favorite ashore, it has certain special characteristics that make it especially trustworthy at sea, where other

makes fail to perform satisfactorily:

"The important thing is the system of control, which is especially critical on shipboard. Everyone knows that a toilet having a float-controlled valve is no good for ship use—the motion of the vessel prevents the float from operating properly. The same fault applies to any float-controlled machine that might be taken to sea. The Kelvinator does not trust to floats of any kind, but instead has a positive thermostatic arrangement called a 'dry system' which governs the expansion valve. Storm or no storm, that control always works!"

Recently Crowe installed Kelvinator outfits aboard the battlecruisers U. S. S. "New Mexico" and U. S. S. "Tennessee"; the destroyer U. S. S. "Reno"; all three of these at the Bremerton Navy Yard. In San Pedro harbor he placed machines aboard the yacht "Gypsy"; the yacht "Mariner"—famous as John Barrymore's vessel; the sloop-yacht "Westward," fastest craft of her kind on the West Coast and the property of Silsby M. Spaulding. Crowe relates that the refrigerator that he put aboard the "Westward" gave such decided satisfaction that Spaulding had him install a Kelvinator system in his famous residential estate, El Rancho Sespe.

"At the present time we are making a number of installations in the San Pedro and Wilmington areas," says Crowe. "Our business is doing well."

One of the features that makes Kelvinator especially desirable for use in home and ship's galley is that the mechanical part of the installation can be placed wherever is convenient, and the refrigerators distributed all over the place—all of them chilled from the one central compressor. An instance of this sort which will be familiar to many Southern California fishermen is that of the Riviera Apartments, a beautiful four-story dwelling place that stands on the bluff overlooking the San Pedro breakwater and Outer Harbor. Crowe put a Kelvinator plant into the Riviera, connecting it to 16 different refrigerators throughout the structure.

"Each ice-box has its own expansion valve. That's all there is to it," says Crowe. "And by that means ice-cubes are available in each apartment."

Hiller expects to develop much business with fishermen who, through experience with refrigerated vessels, will be quick to recognize the special advantages of the Kelvinator system and want their homes provided with it.

"It is ideally suited for use in galleys, also," says Hiller "especially on such craft as purse-seiners that have no refrigeration machinery aboard but nevertheless go to sea on 1,000-mile trips that endure a month or more."

SOVIET RUSSIA is said to be negotiating with Italian firms for purchase of 40 fishing vessels to be used in U.S.S.R. fisheries. The Soviet Government is attempting to arrange for 32 months' credit in view of the transaction's magnitude, for approximately \$25,000,000 will be involved.

ATLAS REARRANGEMENT

COMPLETE REARRANGEMENT of Atlas-Imperial distributing agencies has just been effected in the Southern California branches of that firm. The San Diego office, formerly under the management of N. S. Kalbaugh and Cliff E. Mathers, has been discontinued, and Kalbaugh has been advanced to the position of District Manager for the entire Southern California territory. Mathers has made promotion to managership of the San Pedro branch of the company, and now is in active charge.

This complete rearrangement of assignments and responsibilities was made necessary by the recent acceptance by O. W. Beckman, former manager of the Terminal Island office, of the superintendency of the California Equipment Company, 1400 Santa Fe Street, Los Angeles. This big engineering equipment outfit is Los Angeles distributor for Atlas-Imperial diesels, so Beckman will operate in a familiar and accustomed field and continue his relationships with the firm which he formerly represented. By way of emphasizing this point, Beckman states that the California Equipment Company has just sold two 120-h.p. industrial-type Atlas-Imperial diesels which will exactly fit into the frames of two steam shovels that are in service on road construction in Mono County. This conversion is typical, and is but a trivial instance of the hundreds of replacements that are being made in heavy-duty power supply ashore. The California Equipment Company is an immense corporation which deals in every form of industrial machinery; it has been an active and instrumental element in popularizing Atlas-Imperial diesels in every sort of large-scale industrial enterprise. No better man than Beckman could be found to further this work, for he knows engines with the absolute intimacy that arises from long-continued association with them. During seven years he was of the Atlas-Imperial factory staff at Oakland and for five more was at the

OILASTIC

Pure Metallic Copper Paint

Fishermen and boatmen everywhere are finding that the *pure metallic copper powder* used in making OILASTIC paints so *permanently copperizes* the bottom that teredos or marine borers cannot enter or live in the wood. They are highly pleased with the hard, durable finish OILASTIC produces which permits the boat bottom to be quickly cleaned without loss of, or injury to, the coating. Why not have a superior paint job on your boat? You'll find the cost is no greater.

Standard Products
Co., Inc.
LOS ANGELES, CAL.

head of the Terminal Island agency and shops. He has sold scores of diesels to fishermen of a dozen nationalities, has designed engine-room lay-outs for both big and little vessels, is himself a crack mechanic and trouble-shooter and a popular man with captains and engineers. His capable administration of his post has done much to further the interests of Atlas-Imperial among fishing-ship owners, for Beckman always was in the front rank of progress and was himself the initiator of many mechanical innovations.

Mathers, who replaces Beckman, is also an "old head." He has eight years of successful Atlas experience behind him, and is the man who was test engineer on all of the recent San Diego installations. He put in an engineering apprenticeship of four and a half years in the Oakland factory and is recognized there as engine man of the first water. His performances since entering the San Diego branch have proven him a first class salesman and highly efficient service man.

In the absence of a regular branch in the south, stocks of repair parts will be carried by the San Diego Marine Construction Company. It should be understood, however, that Atlas-Imperial reserves the right to sell direct, hence it is expected that Cliff Mathers will operate in both San Pedro and San Diego, covering the two territories from his Fish Harbor headquarters.

Industries Improve

(Continued from Page 19)

while others of the fleet were used as relief and pick-up vessels. Shipments also were made by night train, these being distributed to the four N/C Fisheries firms the next morning. The two Standard trawlers working together were "T. G. Condaré" (Capt. L. LeBuanic) and "E. Antoni" (Capt. C. Twitchworth). Fairly good catches were reported, flounders ("sole") predominating, with some quantities of cod, black cod, rex sole and sandabs.

A plentiful supply of practically all usual varieties of fresh fish has been at hand in Southern California during the past month. Prices have remained lower than any period in the annals of Southern California fish business, but they have caused great increase in consumption of fish and permitted turnover of large quantities. Since the law of supply and demand will not permit prices to remain at their present low level, dealers are optimistic in their expectations of what August will bring. "There seems to be a progressive spirit of cooperation in evidence," states one Los Angeles dealer. "Wherever you go, there is talk of an association and co-operative movements. It is to be hoped that the industry finds a champion to co-ordinate its business."

WHOLESALE PLEASURE FISHING de luxe was enjoyed by a party of San Diegoans who were invited to sea as the personal guests of Capt. Guy Silva, Mrs. Silva, and their son Gray Silva. The party departed upon its brief but eventful voyage on Friday (Fish Day!), May 29, the famous tunacruiser "Emma R. S." being taken out of her berth of de-commission at the Van Camp wharf and immediately into service as the vehicle for the skeleton crew, seined up a quantity of sardines for live-bait, collected the group of relatives and invited friends, and put out to sea.

Through the special courtesy of the Luis M. Salazar organization of Mexican fishery license and permit brokers, the vessel was granted complimentary permission to enter Mexican waters. Silva therefore took the vessel into the inshore water around the Coronado Island, where his expert chummer, "Shorty" Seeley, went into professional action. Spraying the surrounding water with the living fry, Seeley soon tolled up the schools of feeding yellowtail. Hooks and poles began to fly, and soon the air was literally full of fish of all kinds and sizes.

"Cahuama" Quamma

(Continued from Page 66)

sea fowl came to snatch up whatever heads rose to the surface. Sharks got the parts that sank. Nothing ever reached the beach. In the plant we kept everything under tight covers, and no fly could find a place to deposit its eggs. Even in the case of the out-buildings of the cannery colony complete sterilization was effected by the use of crude oil spray. Our plant has no flies around it."

At the present time only two diesel-powered vessels are operating for the Magdalena Bay Packing Company. One of these is the "Yolanda" of San Pedro; the other is the "Raul S." of La Paz. Both are live-bait craft which have in use such nets as are needed to capture sardines for lure. Schools of large fish have ruined the bait nets on several occasions, passing through the small web like resistless submarine torpedoes. It is this circumstance that has caused Quamma to wish to obtain such lampara gear as will retain these larger fish. It is partly to get suitably heavy seines, as well as additional boats, that he has made the trip to San Pedro. Other equipment that he expects to carry back with him for immediate installation is some sort of 60-hp. diesel engine, and a large list of lesser furniture and gear. With the cannery converted to diesel-electric power, the entire output of steam from the boiler can be dedicated to exhausting and retorting the pack.

Mexican people are noted for their characteristic of applying apodos of nicknames to each other—and to everyone else. In the case of Quamma they speedily hit upon a good one. "Cahuama" (Kah Wháhm Ah) they call him, the word being the Indian term for the great sea turtle. The natives at once noted the similarity between the American's name, Quamma, and their own dialectic noun for sea-turtle, hence their sense of humor was much tickled and the well-known American cannery-builder became to them El Señor Cahuama, or Mr. Sea Turtle. Seeing the point, and enjoying the joke as much as do the natives, Quamma has gracefully conceded to the dubbing and now answers to the equivalent for Big Sea Turtle. In this, however, is a quality something apart from the mere comic, for the tortuga cahuama is perhaps the most esteemed dish in all Baja California, and nothing will attract visitors and guests to ones house with greater or surer magnetic force than will "pecho de cahuama asado"—barbecued breast of turtle.

The Magdalena Bay Packing Company directs its attention primarily to supplying native Mexican markets. Therein it enjoys very especial advantages afforded by high tariff protection. It will, however, seek disposal for some of its yellowfin and other specialty packs within the territorial limits of the United States.

JESSOP JEWELRY Co., San Diego firm which supplies chronometers and other fine instruments for ocean-going fishing vessels, furnished the timepieces carried by Wiley Post and Harold Gatty when they made their record airplane circumnavigation of the globe. The two watches, which are included as part of the Weems system of navigation, were manufactured by the Jessop company under license from Lt. Comdr. P. V. H. Weems, founder of the navigation method.

Ordinary chronometers are not satisfactory for aerial navigation, due to rapidity of flight. For this reason, special watches were developed by Weems, one to be set at Greenwich time, standard of the world, the other at sidereal or star time. Armand Jessop reports that many of the better-known aviators are using Weems watches and navigation methods.

THOMAS A. BARCOT, chef aboard the new tunacruiser "Olympic", is no novice at tropical stewarding. Three years ago he was cook aboard the famous San Pedro billet-header "Hermosa", at the time when that vessel was both the largest cruiser in the business and also the solitary example of the raised-deck type.

"We had a rickety old range on the 'Hermosa' that was a crime and a catastrophe," relates Tom. "It burned a ton or two of coal every trip and threw soot all over the ship. We all despised the thing, but endured it until we found out about Ingle oil-burning ranges.

"After the Ingle was put in our troubles were done. It was the best stove for a fishing ship I ever saw—absolutely nothing better. I ran the thing 24 hours a day as a test, and figured that it cost only about six cents to do it.

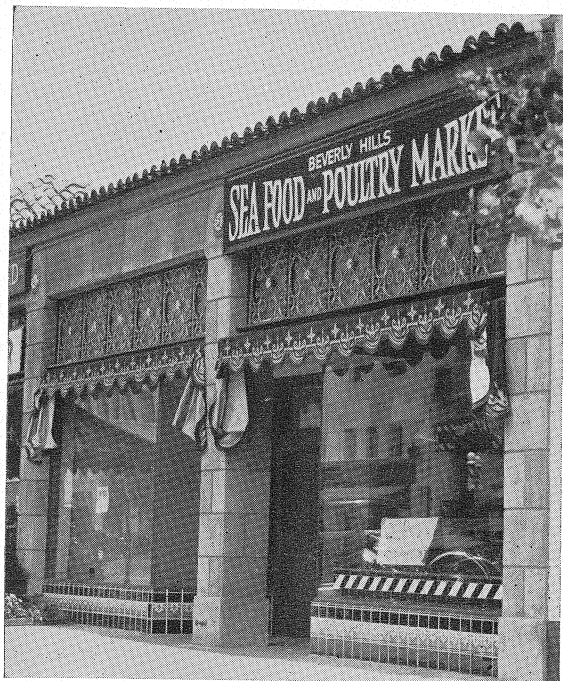
"There are other good stoves besides Ingles, and some that I have tried I like as well as any. But the good ones all are too expensive, especially on long trips. Another thing that favors the Ingle is that it is the best baker there is. I can't explain just what it is, but there seems to be a different quality to the heat which gives better baking and roasting quality.

"Patterson Sargent" PAINTS

Marine Paints
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Specialties
Copper Paint
Red—Brown—Green

"Products the Trade have learned to respect"

C. J. HENDRY CO.
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**FOR
SALE**

The finest Retail Fish Store in Southern California

LOCATED in the exclusive Beverly Hills shopping district of Los Angeles, this modern and most elaborately equipped store has built up an enviable clientele among the more discriminate consumers of fresh fish in this fine community.

All display cases are of heavy plate glass with colored tile bases from the floor up. Bottoms of all show cases are of tile. Main display case is 30 feet long and includes compartments for cocktail stand and delicatessen foods. Front window display case is 15 feet long, constructed of tile in modernistic designs. Display facilities include show case for canned delicacies, 15 feet in length.

In the rear of the store is a large, fourteen-foot ice box and three cork compartments with a capacity of 3000 lbs. of fish. Two scales and a 15-foot steel and tile wash sink for wholesale purposes are included. There is a large extra room for either office or living quarters. All electrical fixtures are well arranged and in perfect working order.

Dimensions of the building are 25x60 feet. The entire business and fixtures, together with a good lease may be had at a very attractive figure. This is priced to sell *Now!*

*Address
Inquiries
for further
Information*

THE WEST COAST FISHERIES

Post Office Box 1208, San Pedro, California

F R E S H F I S H



Wholesale and retail fresh fish establishment of the Bowlus family at San Luis Obispo, California. L. M. Bowlus in retail window; Lauren E. Bowlus seated in the rush-order "whoopie"; Mrs. Bowlus standing beside her son; Arthur Marsy, deliveryman, in his truck. Cooling-tower of the five-ton ice machine is seen above the roof. Note newly-painted signs, striped awnings, white enameled scales, clean delivery equipment, white uniforms, concrete driveway, parking yard, daily price-list on blackboard.

How Bowlus Sells

"MY RESPONSIBILITY is to the people who eat my fish. I am a wholesaler, but the peddlers, restaurant men and retailers, to whom I sell directly, are of much less concern to me than are my ultimate customers—the persons who purchase my product through them. As long as I can keep up the enthusiasm of the public, and induce it to continue demanding ocean foods, there will be no shortage of venders and cafe men who will come running to me for fish. I know where my market is—not the store keepers, butchers and stock wagons."

The above declaration comes from Lauren M. Bowlus, who, together with his highly competent wife, operates the San Luis Fish Company of San Luis Obispo. His remarks are pertinent to a study of the prevalent depression in fish sales, for the San Luis house has enjoyed plenty of business during the recent lean months. There can be no doubting that his view of fish merchandising, and his sense of obligation to the people who are his final patrons, are prime factors in sustaining his profitable trade.

"The fish business is no different from the automobile business or any other business," declares Bowlus. "Satisfied customers are its object. Ford does not forget his cars as soon as they are in

the hands of a distributing branch or agency, but follows through with service, even after the sale is made to individuals. This builds good-will. Good-will simply means the number of pleased buyers who will buy again, and cause others to buy. We regard the peddlers and restaurant men and retailers merely as intermediaries between us and our customers. In a limited sense they are our agents. We are not actually responsible for them, but on the other hand we have to concern ourselves with their methods because they are in a position to do us serious damage should their laxity discourage the public use of our product. So we keep our eye fixed on the distributor, and see to it that the venders and cooks do not misuse fish to the injury of our trade."

Bowlus speaks like a veteran, and one might suppose that he was "born in the fish business," but such is not the case. Instead, he originated in the interior, there becoming a professional athlete. As a big league pitcher he gained renown in the days when baseball was truly "the great American game;" probably he has lived in more different cities than any other man in the region. Until after the world war he knew nothing of fish, fishing or of the fish business, but at that time he commenced an interesting experience as shear-board (otter trawl) fisherman at

Avila and Port San Luis. Becoming interested in the disposal of catches, he quit the seining the undertake the distributing function, quickly developing a thriving trade. In this way the San Luis Fish Co. came into being.

During 10 years the firm has prospered. It has been progressive, and has essayed all manner of innovations in efforts to further business. Not all have succeeded, but the average of survival has been high, and thus it happens that at a time when international stagnation has exploded a tear bomb among fish dealers of all countries, the Bowlus house is enjoying profitable days, and actually is expanding.

"Cleanliness, sunlight, and air are requisite to operating a successful market," states our authority. "For that reason our place of business is not on the crowded, principle thoroughfare of the town. Instead, we located on a side street, one block from the state highway. There we planted areas of cool lawn, established our own home, provided plenty of gravelled parking space, and erected the market structure beside the river. Our retail customers and stock wagons drive right into the yard, and there never is any difficulty about parking. We have found out that a man in a car would much prefer to drive one or three or ten blocks to our store, than to have to hunt a park-

ing space uptown and walk a half mile to some butcher shop.

"We have large refrigerators in which to keep stock. Nothing is displayed on top of ice, because that is highly detrimental to quality. Instead, we bury our stock deeply in crushed ice, and keep it there, safe from contact with warm air, until sold. Each day we entirely unload all of the refrigerators, take out the fish, wash each one separately, and repack as before. When given such careful handling, fish remain prime for a week, but we have a complete turnover every two or three days, so that no customer ever receives anything that is not almost identical to stock bought on the wharf.

"Of course, the very best of handling won't make a good fish out of one that already was stale at the time of landing. When we first commenced business we had considerable difficulty with our local fishermen in this respect. They had customs and notions that had been followed for a long time—and habit is a durable thing—but now all of them take good wet burlap of canvas. Improvement in care of their catches, putting the fish away them protected from the sun and air by as fast as caught, and always keeping the condition of the fares has been great. Two or three hours of exposure to a hot sun is all that is needed to spoil the quality in any fish, so you see that we had to go to the boatmen in order to get them to improve their methods so that we would have worthy and acceptable merchandise to offer to the ultimate consumer."

Every progressive fish merchant will contrive to protect the public from stale fish that might be sold by peddlers or served by second rate restaurants. This, in fine, is the chief invention by which he has achieved success. Hear what he says about it:

"I never give them more than I am absolutely sure they can sell. I don't allow them an opportunity to have a carry-over of old and unfit stock. I would rather make four deliveries a day to a restaurant man, taking him only small parcels each time, than to have him save until tomorrow an unfit abalone steak with which to damage my future trade. My

feelings in this matter are exactly like those of the San Francisco 'Fish Grotto' owner concerning whom I read an article in the DeLuxe Reference Number of THE WEST COAST FISHERIES. I feel about my customers just as he said that he does—that they are worth \$500 apiece. I can't afford to allow some transient cook in an eating house to ruin my standing with the public."

In the direction of further increasing the request for ocean foods, the Bowlus firm has been active in exhibiting their product, and has been alert to every opportunity to gain a following for it.

"We furnish domestic science departments, cooking schools and all kinds of city and county cooking contests with all the fish they will use. There is no mark-up on these sales—they receive the fish at exactly cost prices. Mrs. Bowlus and I are extremely anxious to have every girl in the country learn how to prepare fish, and to get into the habit of serving it as a regular staple. In the near

future these girls will be managing households, and their habits and food preferences will be passed on to their children. In this way the consumption of fish will gradually become not only general, but habitual. Every advocate that we win brings us many more. We try never to lose a customer."

The degree to which the Bowlus policy has been successful is best indicated by the extent of their present merchandising activities. Considering that they operate in a small highway town, surrounded only by dairy and truck farms, the quantity of fish that is marketed there seems remarkable.

"Just in this little community we sell from 700 to 1,000 pounds of pounded abalone steaks each week. People come

(Continued on Page 97)

OYSTERS

—from the largest eastern growers. First quality of all grades. Our large supply insures you prompt delivery.

Distributors of

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Frozen
Cured
FISH

Car Lots a Specialty

A. K.

KOULOURIS
COMPANY, LTD.

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Los Angeles, California

Try the Newest Sea Foods

"D-D" BRAND OYSTERS

—from America's Most Modern and Sanitary Raw Oyster Plant,—Capacity 2000 gallons daily. These have the fresh flavor of the sea—outsell all competition—Try our newest Seafood, "The Daily Dozen" (Reg. U. S. Pat. Off.) Telegraph—

PLANTERS
OYSTER CO., Inc.

PORT NORRIS, N. J.

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FISH CO.

Wholesale Shippers

Now Shipping Smelt

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NEWPORT BEACH, CALIF.

TINGEY'S Spring Water—Grain Fed RAINBOW TROUT

Largest and best equipped trout hatchery in the West. Surprising quality—low prices. Standing orders encouraged.

SNAKE RIVER TROUT CO., BUHL, IDAHO

LOBSTERS

Alive and Cooked

Although specializing in Lobsters, we also ship all kinds of California Sea-Foods everywhere and guarantee you par-excellent service. Special attention given to standing orders. Wire for our quotations.

S.LARCO FISH CO.

Established 1870

214 State Street
Santa Barbara, Calif.

M. N. BLUMENTHAL

WHOLESALE FISH
BROKER

Producers Selling Agent

Fresh and Frozen Fish,
Frog Legs, Shrimps, Crabs,
Scallops, Red Cross Brand
Oysters, Fillets

405 STANFORD AVE.

LOS ANGELES

FRESH FISH
SECTION

NORTHWEST



Ketchikan, Alaska, plant of New England Fish Co., whose main offices now are located in Seattle. Harry C. Nunan, now member of the board of directors, is manager of this district.

New England Comes West

NEW ENGLAND FISH Co. on July 1 announced that thereafter its chief offices will be located at Seattle, Washington, instead of Boston, Massachusetts, where they have been maintained for the past 63 years. The announcement, made possible by vote of the stockholders at the annual meeting in June, has occasioned a great deal of comment among fisheries operators of both coasts, for it sets a precedent which many believe will be followed by other large fish companies in the future.

Movement of offices was not the only drastic change made by the big salmon and halibut company. Two-thirds of the 15 directors of the company are Western men, according to R. R. Farish, general manager of West Coast activities, and this number includes the president, second and third vice-presidents and secretary. Heading the organization is Alvah L. Hager, formerly vice-president and general manager; other officers include David F. Choate of Boston, first vice-president; James S. Eckman, Vancouver, B. C., second vice-president; R. R. Payne, Seattle, production manager and third vice-president; William J. Rich, formerly of Boston but now of Seattle, secretary. The board of directors is composed of experienced, practical men. In addition to Rich, this body includes R. R. Farish, Western manager, Seattle; H. H. Goodrich, manager of the branch at Kalama, Washington, known as Doty Fish Co.; Harry R. Beard, formerly with U. S.

Bureau of Fisheries and more lately head of New England Fish Company's laboratory; Harry C. Nunan, manager of the Ketchikan territory; Gus Benner, general engineer; Arthur Parker Boston; Oscar Bergseth, general superintendent of salmon canning operations; N. L. Fulham, Boston; Malachi P. Kenney and Alvah C. Haff of New York. With the exception of Choate, Fulham, Haff, Parker and Kenney, all of these officials will be on the West Coast.

Rumors that a change of this nature was being considered were heard in Seattle on June 22, when Farish met A. L. Hager, Robert R. Payne and Gus Benner (from Vancouver, B. C.) and helped them obtain an idea of operations in Seattle. It was not until later, however, that definite confirmation of the proposal was given by company officials.

No sweeping changes in policy are anticipated by the new officers. The company always has been notably successful, and it is believed that past methods will be adhered to in the future, in order to insure continuation of that success in the future. Chief activities will be canning salmon, mildcuring salmon, handling fresh and frozen halibut, preparing bait herring and producing fish meal and oil.

Western fisheries men feel that New England Fish Co. has been wise in this change of headquarters, according to comment heard recently in Seattle. It is pointed out that while the company originally was established for production and

distribution of East Coast halibut, its sphere of activities has undergone a gradual westward change until today practically all production occurs on the Pacific. Since the same trend is apparent in various other firms, the example of New England Fish Co. is expected to have far-reaching results.

PREMISES formerly occupied by Sound Fish Co., Seattle, have been taken over by Main Fish Co., the former firm vacating the building at the foot of Yesler Way on June 13. Change in tenants came about through withdrawal of Sound Fish Co. from active participation in Seattle's fresh fish trade and retirement of its chief officer.

As a result of the change, H. R. Kirkpatrick, former manager of the firm, has joined the sales force of Dressel-Collins Fish Co., taking up his new duties on June 15. It is conceded that this should be an advantageous arrangement for both contracting parties, since Kirkpatrick is well-known to the trade and should be able further to augment the reputation for service and quality enjoyed by Dressel-Collins.

Main Fish Co. also is well-pleased with the arrangement, since the Sound plant is modern and up-to-date, with many advantages over former quarters of its new occupants: "Two outstanding advantages possessed by our new building," states an official, "will be our location on the water and our cooler space."

APPROVE NEW WHARF

FRESH FISH DEALERS of Vancouver, B. C., have had two months or more in which to test desirable features of the new fish wharf constructed for their use by Vancouver Board of Harbor Commissioners. The consensus of opinion seems to be that they are well-satisfied, although certain minor criticisms are made.

There is unanimity in the verdict that the change is for the better insofar as quarters are concerned. "Ample landing space is provided, stands are fitted out in modern fashion and there is plenty of room," states one merchant. "This is especially desirable because the old quarters were far from commodious. Some of the trade is a bit concerned because of the greater distance from the new wharf to the retail center, but no great weight is attached to this complaint by the majority."

That most potent of indicators, the order book, shows a slight decline since the new wharf was opened. Here again, however, the dealers are not ready to admit that the change of location is responsible. "You can't blame an avalanche of cheap eggs and cut-rate joints on to a new fish wharf," explains Charlie Coppin, Haig Fisheries, who is optimistic about conditions. "Business might be much worse, in view of depressed conditions and increased competition from farm products. We shall feel the benefit of these new quarters when the trade pendulum swings forward again." The same sentiment is reflected in the attitudes of almost all the stallholders.

Edmunds & Walker, a new firm which succeeds British Columbia Packers, Ltd., occupies Stall No. 1; this firm's main center of activities is at New Westminster. W. H. Edmunds and Robert Walker are the partners from whom the firm takes its name, Victor Johncox serving as Vancouver manager. David Lowery, old-timer in the business, operates his own business in Stall No. 2. Two shellfish firms are next in line, Stall No. 3 being occupied by H. M. Frazer and No. 4, by Vancouver Shellfish Co., headed by James E. Johnson (president), William Steiner and John Safarik.

I. Suguyama and S. Fukuyama, heads of Burrard Fish Co., Ltd., are holders of Stall No. 6; while Robert Urquhart, now only active partner in the firm of

Urquhart and Mills, is next door. Stall No. 8, last on the east wing of the wharf, is held by Haig Fisheries, Ltd., operated by Charles Coppin and Fred Maxwell.

Five stands are found on the west side, these being occupied as follows: No. 9, Seaport Crown Fish Co., R. W. Widdes (president), H. S. Ives of Seattle (director and vice president) and Chris Johnson (director); No. 10, Ocean Fisheries, Ltd., H. R. Nobouka (president and general manager); No. 11, Egmont Fish Co., Albert Weinberg (proprietor); No. 12, Pacific Fish & Cold Storage Co., Gus Athans (president and general manager). The Harbor Commissioners have chosen to omit the number 13 from the list, wherefore Vancouver branch of Canadian Fish & Cold Storage Co. occupies No. 14; George H. St. Denis is local manager for the Prince Rupert concern.

In addition to ordinary trading stalls, Vancouver Fish Exchange has its headquarters on the wharf, occupying Stall No. 15, which is also held by London Fish Co., Ltd., S. Humphrey, president and general manager. Humphries holds the additional honor of the chief executive's post in British Columbia Wholesale Fish Dealers Association. A smokehouse, originally intended as a community plant but later leased to Billingsgate Fish Co. (William Johncox, general manager), a modern and well-equipped ice and cold storage plant operated by the Harbor Commissioners, and the office of the superintendent complete the roster of occupants of the wharf. Archie W. McConnachie is superintendent, with A. E. ("Ted") Pearson as assistant.—L. S.

MILLER FISH Co., Inc., new firm which made its appearance on Seattle's waterfront June 1, is located on Ripley Fish Dock, Pier 9, and is headed by Harvey Miller, for three years sales manager of American Sea Food Co. In addition to President Miller, officers include A. B. Germain, secretary and treasurer, and Arthur Richey, vice president. R. E. Moore, well-known local contractor, is an additional stockholder.

ROY CHASE, former official of Whiz Fish Co., Seattle, Washington, has opened offices at Pier Nine, under the name, Chase Fish Company. His friends report that he couldn't stay away from his former line of work, and now is shipping fresh fish to many of his old accounts as well as a number of new ones.

EARL N. OHMER
Pres. and Gen'l. Mgr.

Highest Quality

Shrimp
and
Crab
Meat

Distributed through the
following Seattle
Wholesale Fish Dealers

San Juan Fishing & Packing Co.; Palace Fish and Oyster Co.; Sebastian-Stuart Fish Co.; Edwin Ripley & Son; American Sea Food Co.; Dressel-Collins Fish Co.; New England Fish Co.; Booth Fisheries Co.; Haines Oyster Co.; Ripley Fish Co.; Sound Fish Co.; Main Fish Co.

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GLACIER
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FISHERIES PHOTOGRAPHER

Walters Studio

Liggett Bldg. Seattle, Wash.



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and
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E. J. WHITMAN, President

HAINES
OYSTER CO.

Est. 1892

Largest shippers of Shellfish
on the Pacific Coast

Puget Sound Scallops, Shrimpmeat,
Crabmeat, Olympia Oysters, Rock Point
Oysters, Deep Sea Crabs, Clams and
All Other Shellfish

Quality Always

Pier No. 12

SEATTLE, WASHINGTON
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Wholesale Shippers of

Fresh—
Frozen—
Smoked— **FISH**

Specializing in Puget Sound Salmon
Tacoma Fish & Packing Co.
1107 Dock Street, Tacoma, Washington

SEAFOOD

of All Kinds
Dependable Quality
Prompt Shipments

**RIPLEY FISH
COMPANY, Inc.**

Seattle, Wash.

FRESH FISH SECTION

TILLAMOOK FISH CO., Bay City, Oregon, is engaged in experiments with the Pacific oyster, according to A. Ramsey, who reports that 50 cases of seed imported from Japanese beds have been planted at various spots in the bay.

"In the old days," explains Ramsey, "there were plenty of native oyster in these waters. Schooners from San Francisco carried them away in large quantities, so that today few of them remain. We are well-pleased with the growth of these new Pacific during the few months they have been planted."

Ramsey reports fishing to be worse than in many years. During the first 10 days of the season, 40 vessels landed a total of 7,600 pounds, for which they received 7 cents per pound. With returns of this kind, it is declared that fishermen will be unable to liquidate their debts, which will run into many thousands of dollars, largely held over from last year.

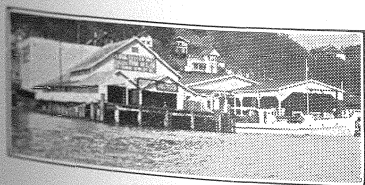
Tillamook Fish Co. is one of the more important firms on the Oregon coast. In normal years it packs large quantities of mildured and canned salmon and ships considerable amounts of fresh fish and shellfish.

TWO MEAT DEALERS of The Dalles, Oregon, paid heavy fines on July 2 as a result of improper handling of fish. One firm was charged \$100 for distributing fish which had been caught during closed season, while the other lost \$250 for failure to pay the poundage fee on salmon it had purchased.

FISHERMEN of Newport, Oregon, were troubled during the latter part of June by heavy seas and storms which seriously impeded their operations and caused diminution in the amount of fish brought in during that period.

LAST MONTH WCF reported that residents of Grays Harbor district were finding glass globes which had floated across the Pacific from Japan, where they are used as floats for fishing nets. Similar balls, colored blue, white and green, have been picked up by Oregon coast fishermen, especially in the vicinity of Nehalem Bay. They vary widely in size and shape.

WHOLESALE FISH



Chas. Feller, Inc.
Marshfield, Ore.

OREGON

WARRENTON CLAM CO. had the usual bad luck which accompanies all picnics when it rained on June 21, the date set for their annual outing. Refusing to be discouraged by the torrents which descended, the employees of the Oregon firm brought their families and guests to the cannery buildings instead of to Cannon Beach, as had been planned. A large throng was present, with good appetites, and the mountains of good-things-to-eat which had been prepared disappeared at a rapid rate.

The picnic is held each year at the conclusion of the clam-packing season.

COLUMBIA RIVER Packers Association and Barbey Packing Co., Northern Oregon packing firms who hold a joint lease on Sand Island seining rights, have made a similar agreement in regard to operations on Peacock Spit. The former firm previously has been represented on the Spit by its branch organization, Bakers Bay Fish Company.

ARVID MATTSON, secretary of Columbia River Fishermen's Protective Association, Astoria, Oregon, received permission at the conclusion of June to remove the fixed buoy in the Columbia off Pt. Ellice. This marker, used to guide ferry operators on the river, was placed on one of the best fishing drifts of the region and proved a serious inconvenience to commercial fishermen. As a result, Astoria Chamber of Commerce and others joined in petitioning the district light-house superintendent to permit them to take out the buoy, substituting a movable warning in the fall when fishing operations cease and some sort of guide becomes more important.

SUNSET FISH CO., Wheeler, Oregon, is busy making improvements and getting equipment in shape for opening of its busy season, which will start on August 1.

PORTLAND FISH CO. has made a contract with Amos 'n' Andy for all the fish the famous radio entertainers secure on their vacation, declares Dudley Turna-cliff, manager of the Oregon fish-distributing firm. As a result, Turna-cliff is warning his customers to prepare for a deluge of seafoods.

Seriously speaking, however, the Portland executive writes: "Silver salmon run has been under way for several weeks. The first silvers to some in are always small, averaging around five pounds per fish, but as the season progresses they get larger, so that by August they will average around 10 pounds."

Halibut also is being received in regular amounts, providing a steady supply of locally-caught fish.

BARBEY PACKING Co. in particular and trap operators in general lost a point during the latter part of June when fishermen were reported successful in their plea to secure removal of a wharf and four fish traps recently erected by the Northern Oregon packing firm on the south side of San Island, near the mouth of Columbia River. An Astoria court is said to have granted a mandatory injunction requiring elimination of the structures, which were said to block valuable gillnet drifts which for years had been used by local fishermen.

J. E. LAWRENCE & CO.

Merchandise Brokers

**General Sea Foods and Fish
Products**

242 SALMON ST. PORTLAND, OREGON

Telephone Atwater 6639
J. F. MEEHAN, MANAGER

PORTLAND FISH CO.

SALMON AND HALIBUT — Also
Fresh, Smoked, Pickled Fish and
Oysters. All Orders Filled at the
Lowest Market Price.

34 FRONT STREET
PORTLAND, OREGON

Established 1914

J. H. REEVES

Wholesale Fresh Fish Broker

809 N. E. 76th St.
Portland, Oregon



Salmon, Shad, Crabs and Canned Crab-Meat

Exclusive Dealers of
BANDON SPECKLED TROUT
Your Business Solicited
Prices Quoted on Request

COAST FISHERIES

Reedsport, Oregon

FRESH FISH SECTION

NORTHERN CALIFORNIA

Broadcasts Interest Listeners

PROGRAMS being broadcast every morning from radio station KYA, San Francisco, by wholesale fresh fish dealers of that region are producing a number of inquiries from housewives. The majority of these responses are requests for a booklet of recipes which describes various ways of preparing seafoods for the dinner table.

The programs are under the personal direction of Mahlon Dohlman, of Dohlman Advertising Co., who has been engaged in publicity work in San Francisco for the last 20 years and has obtained a reputation as an expert in food advertising. Broadcasts occur every morning except Sunday and will continue into late August, according to the present schedule. At that time, if results justify the step, they will be continued indefinitely.

Dohlman explains that he is seeking to make women more "fish-conscious" by explaining to them where the various species of fish which are most popular in San Francisco and Oakland markets are obtained. In addition, he points out the beneficial elements and chemicals contained in ocean-produced foods. Emphasis has been placed upon the quantities of Vitamins A and D which may be obtained from that source, and upon the point that such fish offer mankind iodine, the body's chief defense against goiter, in its most palatable form.

One proof of his remarks which is used by Dohlman is the sturdiness and freedom from ill-health which characterizes



W. S. Winter, vice president and general manager of Northern California Fisheries; one of those responsible for putting Northern California fresh fish dealers "on the air".

such well-known fish-eating peoples as the Japanese and Finns. He also cites various authorities to show that the presence of Vitamins A and D undoubtedly aids in building stronger bones and better blood, and that when individuals eat fish more frequently many mouth and teeth ailments are overcome.

Not content with a superficial knowledge of fisheries, the advertising executive recently made a trip aboard one of the trawlers operated by the San Francisco dealers. Upon his return, he spoke in an interesting manner upon the color and romance which are part of the lives of fishermen aboard such craft. He also gave full description of paranzella trawl operations. "I expect to take a similar trip to barges anchored off Fort Bragg and Point Reyes, to inspect loading and unloading of fresh salmon at these points," he states.

FRANK PASSANTINO died at his home in Coyote, California (near San Jose), on July 4. Passantino, who was 80 years of age, was father-in-law of Salvatore Tarantino, fish broker of Fishermen's Wharf, San Francisco, uncle of G. and I. Alioto of the same city, and related to a number of other fisheries executives throughout the state. Funeral services were held in St. Joseph church, San Jose, after which burial occurred at Santa Clara Cemetery.

Oakland Fish Co.

WHOLESALE

Fresh, Salt, Dried

Note: We buy Barracuda, Yellowtail, Sea Bass, Bonito, Jewfish for salt. Producers quote us prices per ton.

505 Washington St., Oakland, Cal.

Established 1918

Telephone 864

SAN LUIS FISH CO.

Wholesale Shippers of Fresh Fish, Shell Fish and Abalone in the shell and sliced

581 Dana Street, P. O. Box 305
San Luis Obispo, California

T. HAMAGUCHI, Prop.

Market Phone, 196

Residence Phone, 2372

CENTRAL CALIFORNIA FISH CO.

Wholesale Fish Dealers of every variety of Fresh Fish caught in Monterey Bay

CITY WHARF - - MONTEREY, CALIF.

San Francisco International Fish Co.

535-39 Washington St., San Francisco, Calif.



CALIFORNIA'S Largest Producers and Wholesalers. Maintaining nine branch houses and a large fleet of trawlers. Domestic and export shipments, all varieties.

PALADINIS HOSTS

PALADINI BROTHERS of San Francisco, four owners of A. Paladini, Inc., not only are aggressive and successful dealers in seafoods but also are past masters in the art of entertaining, as 80 guests will testify after an exceedingly pleasant outing on June 7. The Paladinis were hosts to a group of friends aboard their handsome trawler, "Catherine Paladini".

The well-laden craft left Pier 19 at 10:30 a.m., after all passengers had been stowed aboard by the reception committee Alex, Walter and Hugo Paladini, tee Alex, Walter and William L. Galli. Harry J. Bertagna and William L. Galli. The whistle was blowing, flags were flying from the masthead and the colorfully clad throng was enjoying itself in a number of ways when Capt. C. Hansen set a course in the direction of Suisun Bay. Dancing commenced, to music furnished on the banjo and accordion by Al and Vince La Bocca, musicians of considerable ability. In the galley Alex Paladini, master chef, aided by willing assistants, was busy preparing a repast; soon large pitchers of drinkables and huge trays of salami and cheese sandwiches were being stored away in proper places.

While the guests were tantalized by these samples of good things to come, John Brodie, ship's carpenter, started the charcoal fire in a portable burner built especially for the occasion. This spot was destined to be the focal point for all eyes, since from its warm glow emanated quantities of chicken, steaks, spare-ribs, sea-foods and other eatables in stacks and heaps and piles. Full justice was done to Chef Paladini's handiwork, the last of the food having scarcely disappeared when McNear's Point was reached at 1 p.m.

There the merrymakers went ashore, some to fish from the wharf, others to stroll about in the sunshine. The weatherman had conspired to increase their pleasure by furnishing a day which was radiant with sunshine and yet cooled with a pleasant breeze. It was with a feeling of sorrow that they began their homeward voyage and with still more regret that they left "Catherine Paladini" at the wharf at dusk.

Among out-of-town guests were Mr. and Mrs. Frank Cardinelli and son. Cardinelli is manager of Pittsburg Fishery, branch of Northern California Fisheries, Inc.

OFFICERS AND CREW of the United States navy are heavy fish-eaters, the government being well "sold" on the food value and tastiness of seafoods. While the entire fleet of battleships, submarines, destroyers, supply ships and floating hospitals were stationed in San Francisco Bay recently, F. E. Booth Co., Inc. fresh fish division) and A. Paladini, Inc. supplied them with large quantities of halibut, "English sole" and other species. Booth secured the contract for furnishing crew messes, while Paladini provided the tables of officers' messes. Deliveries totaled five tons.

J. P. Horman Fish Co.

WHOLESALE

Smelts Now in Season

Telephone 350-W

NEWPORT BEACH, CALIF.

WALTER R. SMITH, San Francisco, has been promoted to the position of superintendent of California State Fish Exchange, the appointment becoming effective July 1. Smith's appointment came concurrently with abolishment of the office of secretary; as a result, hereafter he will serve as executive officer.

Other changes include appointment of Walter Olsen and Fred Behnke as Southern California supervisor and assistant. Olsen formerly was associated with Olsen steamship lines, San Pedro, while Behnke, whose home was at Santa Fe Springs, has been engaged in the fresh fish business in Whittier. John Ghio, brother of Edward Ghio, of American Fishermen's Tunaboat Association, will continue as San Diego representative. Resignation of E. L. Sisson, former secretary, on June 1 is the only other change.

The exchange is working on a survey of San Francisco's fresh fish industry. This study will secure information concerning sources of supply, points of distribution, amounts consumed in San Francisco, methods of transportation, retail outlets and per capita consumption of fish. It will require approximately three months to complete.

AZZIE MEREDITH, secretary of Meredith Fish Co., Sacramento, California, points out the need for more advertising and merchandising effort for disposal of fish in a recent letter to WCF. Meredith explains that his firm has been enjoying a successful season, but credits this prosperity to the fact that there has been an absence of big runs in any of the fisheries of Sacramento River, chief source of supply for that locality. "We notice that when we catch above a certain poundage of fish there is no market for the surplus," he states. "We find that the country as a whole will consume only a certain amount of fish, no matter how cheaply it is quoted. From the reports we find in fishing magazines, the same trouble is noticed all over the United States."

Collections are slow and hard to get, states the Sacramento distributor. "That is our biggest trouble at the present time. From reports we believe that all other fish companies are having the same difficulty. It behooves all of us to be lenient with our trade and to help them when we may."

FROZEN SWORDFISH from Japan is now being shipped to Boston and other cities of Eastern United States.

I. TAKIGAWA, Pres., Mgr.

PACIFIC MUTUAL FISH CO., Inc.

Established since 1902

FRESH FISH

We Ship Anywhere

Specializing SHELL and SLICED
ABALONE, MILD-CURED SALMON,
SARDINES and ANCHOVIES
in brine or dry salted

Telephone 368

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Cable Address "Pac-Mutual"

23-25-27 MUNICIPAL WHARF

Monterey, Calif.

MALIO STAGUARO, C. Stagnaro Fish Co., Santa Cruz, California, demonstrated his fistic ability on May 28 when he won the unofficial decision in a battle at his place of business on Municipal Wharf. Malio's demonstration was witnessed by a number of individuals, among who was Tony Cincotta, Cincotta Brothers of San Francisco, who happened to be in town and served as referee and timekeeper. "Malio has a wicked punch," declared Cincotta after the battle, "and had his opponent groggy in the first three minutes of the battle. His upper-cuts are fast and carry a wallop."

After the fracas the two contestants shook hands, after which Malio received congratulations and his opponent retired to have his wounds treated.

WESTERN CALIFORNIA FISH CO.

General Offices

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SAN FRANCISCO

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*Fresh, Frozen, Salt,
Smoked, Canned*

FISH

*We Operate Our Own
Trawlers*

BRANCHES: Santa Cruz, Eureka,
Oakland, Pittsburg, Del Monte
Fishing & Packing Co., Monterey

A. M. BENTLEY RESIGNS

AUSTIN M. BENTLEY, sales manager of San Francisco-International Fish Co. since February 1, 1929, has tendered his resignation, effective July 1.

Bentley, who is well-known among merchandisers for his original sales ideas and his ability to put them into successful operation, has been associated with many large, nationally-known firms. Among these are American Tobacco, Pennsylvania Soap Co., H-O Co., Twenty-Mule-Team Borax Co., Liknu Polish Co., American Trono Corp., Vitamin Food Co., and Nordic Sales Company. He was organizer and president of the latter firm, which was formed to introduce Nordic filets of haddock to the West Coast; carloads of the product were brought from the East and distributed through Van Camp Organizations. It was while Bentley was interested in this work that he became acquainted with Guiseppe Alioto and was acquired by San Francisco-International Fish Co. as sales manager.

One phase of Bentley's work which brought him special renown was the series of English-made products which he introduced to American consumers for Lever Brothers, Ltd. These included Life-Buoy soap, Sunlight soap and Lux toilet soap.

While with San Francisco-International, Bentley created many new accounts. Among these were McMarr chain stores; Northern California, Arizona and Texas Safeway stores; Clarence Saunders and Public Food Stores.

HI-SEA BRAND**HIGHEST QUALITY****ABALONE**

In 5 and 10 Pound Boxes
Direct from Packer

*Standing Orders
Solicited*

HIGASHI FISH COMPANY
Monterey, Cal.

J. R. Burke Collier H. Buffington

**GOLD BEACH
PACKING CO.**

Wholesale Distributors of
**Fresh Salmon, Halibut,
Black Cod, Ling Cod,
Rock Cod and Smelts**



*Rush Orders to Our Eureka,
California, Branch*



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**"SEAFRESH"
FROSTED
FILLETS**

*Distributed Throughout
Northern California
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*Careful attention
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regardless of
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FISHERIES**

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Fresh and Mild Cured

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*Fresh, Mild-Cured
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FISH

First Grade Sliced

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BRANCHES: Oakland, Monterey, Pittsburg, Eureka, Santa Cruz, Point Reyes.

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BROKERS
Marine Products

**598 CLAY STREET
SAN FRANCISCO, CALIF.**



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FRESH FISH
SECTION

SOUTHERN CALIFORNIA

SAN DIEGO FROGS

LAKESIDE FROG FARMS, Ltd., is the name of a new organization, headed by Robert C. Behrens, which recently was established at Lakeside, California, near San Diego. Activities are well under way and an outlet for the products (when they are ready for marketing) has been arranged through A. Bregante and Sons, Los Angeles and San Diego produce jobbers, who have a contract covering the first three years.

"The land of Lakeside Frog Farms, Ltd. (20 acres) is being divided into ponds which, when complete, will number 30 or 40," states M. W. Herriman, manager. "They will average two feet in depth, and will have large amounts of growth about them to provide shade. A solid board fence, wire top and bottom, will surround the property. Such interior fences as will be necessary to separate the various sizes will be of wire. At present we are not troubled with birds, but if this menace develops we shall screen the top."

Since frogs will eat only living, moving food, crayfish, minnows and green frogs are being raised in the frog pools and a number of spare reservoirs to augment natural food supplies, such as insects and small marine life. "Our species is the Jumbo Bullfrog," continues Manager Herriman. "At present we have only breeders and this year's crop of tadpoles, approximately 400,000 of the latter having been hatched. So far we have fed them nothing, since there is enough natural food to supply their needs. In this respect the size, depth and planting of the pools, as well as fencing of the ponds, are vital points. If not crowded too much, natural conditions are simulated and feeding is easier. We anticipate no trouble in this regard."

"We expect to have available for the market each year from 500,000 to 1,000,000 frogs weighing one pound and up. We believe that we are raising and can attract sufficient natural food for this number. If we run short, we have a method of securing additional food at slight expense. Good water, also an important factor to be considered, is present in sufficient quantities."

"The market for frogs already is well established, and they may be sold readily when raised," concludes Herriman. "We are not doing any selling ourselves, but have contracted for distribution of our output—up to 1,000,000 frogs per year—at a price slightly higher than that paid for eastern and southern frogs."

H. DIMILLIO is serving as manager of Ocean Fish Co., San Pedro, in the absence of Jack Cuomo. Cuomo left some time ago, accompanied by his wife, for a trip to France and Italy which will continue until the latter part of September or first of October, when he is expected to reach San Pedro. His home formerly was in Italy. Letters from him report that foreign business conditions have reached their lowest ebb.

PETER KUGLIS, head of the Star Fish Company, San Pedro, went scamp-ering home in June after a two weeks' trip into Mexico. Pete made the southward leg of the trip via El Paso, where he spent a day. Thence he went directly to Mexico City, where he remained throughout eight sunrises and sunsets.

"Boy, AND HOW!! says he. "I saw a bull fight, took in all the sights, went everywhere and had a wonderful time—AND THE BEER WAS GREAT!"

As a matter of fact no Massachusetts school-marm, vacation-bent could have managed to cram more actual educational experience into a weeks stay in "La Ciudad de México" than did Kuglis. He visited, for example: The civic amphitheatre where he witnessed the "Corrida de Torros" by the gringos; vulgarly called a bull-fight, the presidential castle of ancient Chapultepec; the great national cathedral, as well as a dozen or two minor churches; the vast pyramids of the sun and moon worshippers at San Juan de Teotihuacán; the glorious floating gardens of the Montezuma chieftans at Xochimilco; the federal buildings in the national capitol; the national shrine of Nuestra Señora de Guadalupe, some miles outside the city; the world-famous edifice of the department of Public Education, with its caricatures and remarkable bullet-pitted murals.

"Yes, I tried the pulque—both kinds—and that was okay, too. I went native, all right and became what they call 'muy criallo' in that I developed a taste for enchiladas, tortillas and other typical fare of the country. You know, I wasn't interested in Mexico until I went down there, but now I can recommend it to anyone as the ideal place to go to spend a short vacation."

Enroute home the fish merchant stopped off for a day at Guadalajara, and again at Mazatlán, on the Mar de Cortez. Re-entering the United States through Nogales, he soon was in California again, and back at the old place of business.

"IT IS a little early yet to predict the success of this year's oyster season," states A. K. Koulouris, prominent Los Angeles seafoods broker, "for we don't know how long the warm weather will continue at the oyster beds. However, we know that our company will be active and will announce to the trade, at the earliest possible moment, when the first cars will arrive here from the East." The Koulouris firm for a number of years has been interested in distributing carloads of oysters from the Atlantic Coast.

Koulouris reports that he has been busy so far this summer and is quite satisfied with results of his efforts in spite of the so-called depression period.

CHARLES REEVES, Great Western Seafood Co. of Los Angeles, declares that he is much in favor of some progressive movement to coordinate activities of Los Angeles dealers. He believes that such a movement, which he has advocated for a long time, would improve sales and increase profits for all.

AS A CENTER of culture, and the scientific axis of the world, the city of Pasadena, California, is gaining ground rapidly. During June the American Association for the Advancement of Science held its national convolve there—the first time so momentous an occurrence has taken place in the Southwest. Thinkers and investigators from everywhere attended; it was a great concourse of wise men.

Norman B. Scofield, San Francisco, chief of the Commercial Fisheries Bureau, of the California Division of Fish and Game, was one of the participants in the meetings. With him were present some of the scientific staff of the State Fisheries Laboratory at Terminal Island. On June 16 Miss Frances Clark, sardine research worker, read a paper on the use of fish-egg measurements. Eugene C. Scofield, marine biologist and oceanographer of the Laboratory, spoke to the assembled scientists describing the work being done by the Commercial Fisheries Bureau in determining the size, shape and location of sardine spawning areas—a pioneer study of which all the world is anxious to know more. The third fisheries speaker on the program was W. L. Scofield, director of the Laboratory. The Director described to the interested audience the whole logical plan by which the Laboratory progresses in its study of fish resources, and especially the method used to determine the relative abundance of principal commercial species.

On June 17 both E. C. Scofield and W. L. Scofield again were on the program. In this second instance they addressed the scientific body upon oceanographical phases of the Laboratory's work! Sea currents on the spawning grounds drift of larvae, temperature strata, loss of eggs and larvae from being carried into the deep ocean by off-shore currents, and other related matters that are comparatively new to fisheries research.

The A. A. A. S. adjourned on June 20.

OTTO WEISSICH of American Fisheries, underwent a tonsilectomy operation on July 10 in a San Pedro hospital. A local anaesthetic was applied for the operation, but two hours later Weissich was losing so much blood that he had to be given a general opiate in order that the flow might be staunched. "My only kick," states the fresh fish dealer, "is that I can't enjoy my usual stogies."

BARR WIEST, partner in the firm of Fletcher, Wiest & Co., Los Angeles, returned June 15 from a long trip throughout the Northwest. Wiest, whose company is well-known as successful brokers of Southern California, believes in securing his knowledge of fisheries conditions at first hand, so he made personal calls on practically every fresh fish shipper of importance in Oregon and Washington. From these he secured a wealth of information about seasons, methods of shipment and other phases of their activities.

"This is my first trip to the Northwest in five years," states Wiest, "and I secured a lot of valuable material. My trip took six weeks."

TOTUAVA EXPLOITATION on a new and better basis is planned by Archie C. McCoy and George Tighe of Long Beach, California, who, together with Percy Hussong of Ensenada, Baja California, recently were awarded a fishing concession by the governmental heads of Mexico. The concession covers some 42 kilometers of coast line in the San Felipe region, on the Mar de Cortez. This is the seat of the great totuáva fishery.

The enterprising trio proposes to build a 500-ton cold storage structure at San Felipe, wherein to refrigerate the large and sudden catches of giant croakers which are landed there. No artificial water-ice is to be used, it being the intent of the operators to utilize liquid carbon dioxide—the so-called “dry ice”—in these processes.

Four refrigerated trucks will be put on the road to freight the fish from the San Felipe cold store to the San Pedro markets. These trucks also will be kept below freezing by the employment of dry-ice.

“We shall obtain our liquid refrigerant from a natural well at Moab, Utah, where an unusually heavy gas issues from the earth. This carbon dioxide weighs 120,000 pounds per million feet; quantities of it now are being marketed in Los Angeles,” states Geo. Tighe. “The system of refrigerating that we are going to use is essentially the same as that now in service aboard the naval airplane carriers, ‘Lexington’ and ‘Saratoga,’ both of which take about 50 pounds of it aboard before each cruise to Panamá.”

It is stated that the concession at San Felipe embraces the right to exploit totuáva, corbina, shrimp, prawn, clams, oysters, lobsters, turtles and all of the other marine fish life; it runs for a period of 20 years.

TONY BIBICH of Standard Fisheries, San Pedro, was away on his vacation during the first two weeks of July. Bibich secured some needed rest in San Joaquin Valley.

“I THINK business will be better in the fall,” states M. N. Blumenthal. The Los Angeles broker is so convinced of this that he has been putting off taking his vacation from week to week, spending his time at hard work developing new accounts and caring for the needs of his old customers.

MEXICO has reduced the export duty on shrimp, according to a recent communication from Mexico City. The reduction is made through a presidential decree.

EDDIE LOWRY, Standard Fisheries, San Pedro, was very much in the public eye on the evening of July 3, for at that time he was married on the stage of Warner Bros. theatre at Whittier, California. His bride is the former Mrs. Della Doyle of Whittier; their home now is in Wilmington.

JENNY DELUCA of San Pedro Fish Co., San Pedro, spent the Fourth of July on Santa Catalina Island with a party of friends. Swimming, dancing and a number of other activities kept them busy during the holiday.

FRANK LENK, manager of the fresh fish division of Young's Market, Los Angeles, recently spent a two-week vacation at Manhattan Beach, California. Manager Lenk must be rather like the mail-carrier who goes for a walk on his day off, since he says that he spent most of his time fishing.

STEVE OLIVIERI, who at various times has been associated with a number of San Pedro's wholesale fish shippers, recently slipped away from his friends and went to San Diego, returning with a bride a few days later. “Now that a string of broken hearts have to be mended, we'll extend our congratulations and a hearty welcome to the new ‘Mrs. Red,’” says Miss Angela Giacalone, Los Angeles Fish and Oyster Co. of San Pedro, who reported the happening.

Incidentally, Miss Giacalone was ill for two days during early July, but returned to her work with her usual good-natured smile.

SAN DIEGO DEPOT of Union Ice Co. has shown considerable growth during the last 25 years, according to Ice Picks, monthly bulletin published by the large California firm. In 1906, when A. L. Bird took charge of the Southern California city plant, it consisted of a frame building and four wagons, pulled by eight horses. The population at that time was 18,000. Today San Diego's population is greater than 200,000; correspondingly, Union Ice Co. operates a fleet of 67 trucks, one of which is able to haul at one load as much as the entire force could 25 years ago.

LARGE QUANTITIES of a species of sailfish were swept in upon the beaches of Seaside, Oregon, during June. For a few days the sands were covered with dead bodies of the little creatures, but storms and high tides soon removed them.

OREGON TROLLMEN who some time ago paid duty on fish brought into Gray's Harbor are receiving refunds on these payments. The money is returned because shortly after the government introduced the charges, they were discontinued.

GREAT BRITAIN'S chief fishery ports, in order of importance, are Grimsby, Hull, Aberdeen (Scotland), Fleetwood and Milford Haven.

Save That Smell

(Continued from Page 28)

went on to explain that in batch-dried meal there are no charred or carbonized particles, hence the meal is several shades lighter in color than the product of furnace-blast dryers.

“Resulting from this process our oil analyzes only .6 per cent acid and our meal 63.63 per cent protein,” says Klampe. “A great deal of the oil made by wet-cooking methods runs as high as 5.0 and 6.0 per cent fatty acid, and the meal often averages around 52 per cent protein. The superiority of the batch-dry method is shown by the better selling prices obtained. Along with this, our plant is not offensive to the city, we are not unpopular with the local residents and suffer from no campaigns to bring about a discontinuance of our by-products activities.”

SAN FRANCISCO—International Fish Co. employees were deprived of a pleasant outing Sunday, June 28, when the car in which four of them were riding broke an axle. The four, Salvatore Tarantino, Joe Lazio, Tom Lazio and Frank Balestrieri, were following John Alioto (brother of Giuseppe Alioto, president of the firm) to his summer home near Santa Cruz. On a steep hill south of San Mateo on the Skyline Boulevard Tarantino's sedan suffered its mishap, the part having become crystallized. The picnic ended in a tow back to San Francisco.

U. S. BUREAU of Fisheries, co-operating with state officials, has undertaken an investigation of fresh-water trout in California.

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John Ivancich
Manager



STANDARD FISHERIES COMPANY
Established 1897

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NOTE: We are large buyers of all kinds of Fresh Fish and Specialties. Please quote us on volume.

Producers, Packers and Shippers of all kinds of
FRESH, SALTED AND SMOKED FISH, LOBSTERS, OYSTERS, CRABS

Cable Address: "Mutual," Bentley's Complete Phrase

MUTUAL FISH COMPANY

MUNICIPAL FISH WHARF, San Pedro, Calif.

WHOLESALE
FRESH FISH DEALERS
IMPORT—EXPORT ALL KINDS OF MARINE PRODUCTS
Packers of
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George T. Ota, Manager
Telegraph "Mutual" for your fish requirements

Purveyors to the Discriminating

American Fisheries, Inc.

NOT THE LARGEST, BUT THE BEST
Fresh, Salt or Smoked Fish
MUNICIPAL FISH WHARF, San Pedro, Calif.

GIOSUE DI MASSA, Mgr.

Los Angeles Fish & Oyster Co.

Wholesale Shippers
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FISH AND SEA FOODS
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Wholesale Dealers and Standing Order Shippers of All California Seafoods
PROMPT AND RELIABLE—"QUICK SERVICE"
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Ocean Fish Company

Established 1897

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ALL KINDS FRESH, SALTED, SMOKED AND FISH SPECIALTIES
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All Kinds of Southern California Sea Foods
If you crave Service place your requirements with us
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Fresh, Salted, Smoked and Canned Sea Foods.

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*Extensive Dealers in Fish, Meat and Poultry in
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ATTENTION, PRODUCERS; QUOTE US FRESH FISH
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FISH AND SEA FOODS

820 Birch St.
Los Angeles

Telephone
TU 4427

How Bowlus Sells

(Continued from Page 86)

from great distances to buy abalone and fish at San Luis Obispo. Many of them volunteer the information that they always stop while passing through, because the fish that they get here is so appetizing and well flavored.

"I really believe that we sell more abalone than do all the dealers in Los Angeles. There must be 50,000 restaurants and eating houses in that enormous city. If each of them sold only a pound or two of abalone a day, 20 or 30 tons of steaks would be required to supply them. The same is true with fish generally—the potential market has never been touched. Were the fish dealers to take an interest in their business, undoubtedly they could sell nearly as much poundage as do the meat markets. That would be a starter, anyway!"

One of the principal recommendations made by Bowlus is that existing state laws regulating the handling of fish in restaurants should be enforced with strictness. This would compel cafe keepers either to make proper provision for keeping fish, or else discontinue the line entirely, and admit an incomplete menu.

"California has a statute which forbids the keeping of fish in the same restaurant refrigerator that is used for other food-stuffs," says the San Luis merchant. "They are supposed to have a separate ice box for this purpose, but very few of them do. The practice is to throw the fish into the refrigerator, leaving it lying on top of the cake of ice or else on the ammonia coils. Both of these are bad, for a restaurant refrigerator is opened hundreds of times a day, hot air rushes in, and the internal temperature remains constantly high. Fish lying on top of the ice in this tepid atmosphere will deteriorate in one day's time, becoming unfit for human food. Besides this, it taints the ice, and that in itself is objectionable. To lay the fish on the ammonia coils is worse yet, because parts of the flesh freeze to the pipes, and in a few days generate a dreadful smell. What is needed is compliance with the law—a separate ice box for the fish, in which it can be buried deeply. This box is to be emptied out and thoroughly cleaned every day. That is the correct and sensible way to do it. It will build up a big business in fish."

"I would name the five essentials of successful fish marketing as:

"1. Make sure that your boatmen are caring for their catches properly, and are bringing to shore only fresh and prime stock.

"2. Keep your market and utensils absolutely clean and sterile; wash and repack your stored stock every day; bury it deep in crushed ice; and maintain a rapid turnover.

"3. Obtain the enforcement of the state's separate ice box law—this will go a long way to stop the restaurant keepers from killing the public's liking for fish, and will stimulate demand immeasurably.

"4. Sell not more than one day's supply to each restaurant or peddler—insure your business against the likelihood that your customers will be given rotten fish by the intermediaries.

"5. Be a booster for your product. Justify public confidence in your goods. Actually dispense merchandise

of high merit, and consider inferior or depreciated fish as the gravest threat and danger to your future success. DUMP YOUR ROTTEN STOCK! DON'T TRY TO PALM IT OFF ON SOMEONE WHO WILL DISGUST YOUR CUSTOMERS WITH IT!"

JOHN BOTIEFF, one of the efficient corps of truck drivers which serve the customers of Young's Market, recently left the hospital after having been confined for two weeks while suffering from tonsil trouble.

GLADYS LUTZ, stenographer in the offices of Fletcher, Wiest & Co., Los Angeles, left for her summer vacation during the latter part of June, returning two weeks later.

For Sale

*Excellently
Appointed*

SEA FOOD STORE

In Beach City

Located in large beach city, enjoying fine beach and neighborhood trade in Fresh Fish, Salads, Cocktails, Chowders. Tables draw large after-theatre business from nearby motion picture palace.

Store right in shopping district, attractively decorated and trimmed in tile. Plate glass and tile show cases. All electrical fixtures new and in best of condition. Owner forced to sell by reason of expansion of other business interests. Can be handled on very easy terms. For further information, write—

WEST COAST FISHERIES

P. O. Box 1208

San Pedro, California

Fish, Shrimp, Oysters, Crabs, Turtle, Etc.

*Orders Shipped to Any Part of the
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Arcadian Seafood Company

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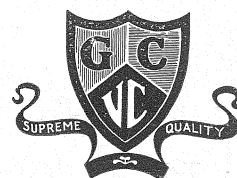
Van Camp Organizations LTD.

*Fresh Sea Food Pro-
ducers and Distributors*

**Southern California's
Largest and Most
Complete Service . . .**



Main Plant: SAN PEDRO

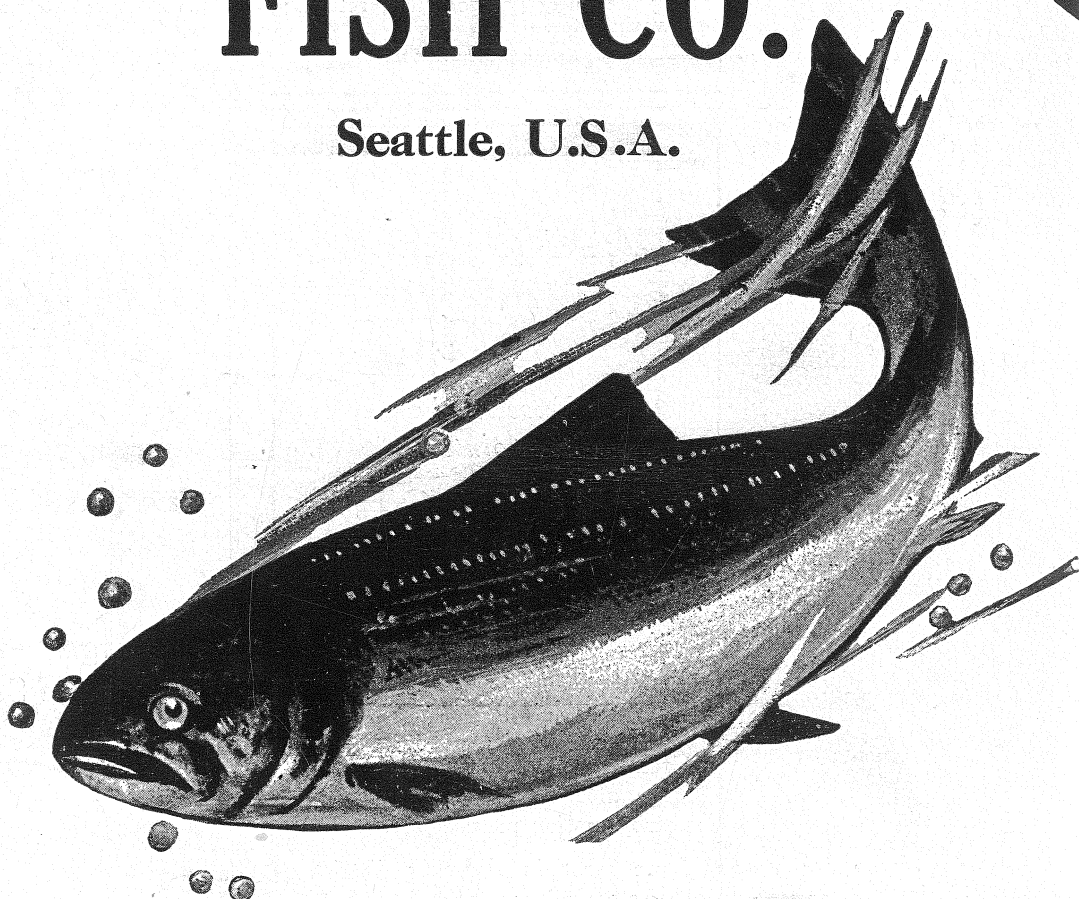


Phones:

San Pedro	3247
Los Angeles	DRexel 5100
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SEBASTIAN STUART FISH CO.

Seattle, U.S.A.



—Packers of—

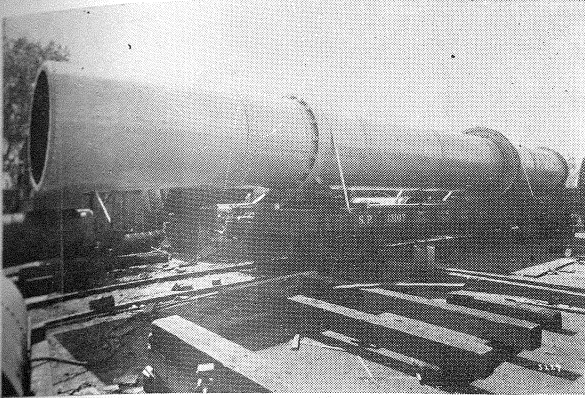
FRESH and FROZEN
HALIBUT—SALMON

Mild Cured Salmon
Canned Salmon

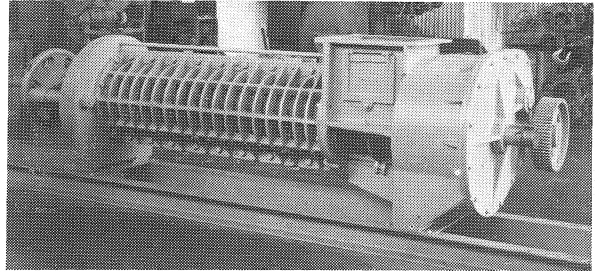
FISH OIL and MEAL MACHINERY

SUPREME LEADERSHIP PLUS HIGH SUSTAINED CAPACITY

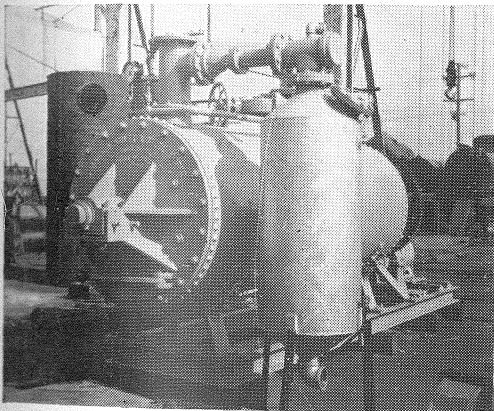
PRESSES — COOKERS — RETORTS — EXHAUSTERS — TANKS — GRINDERS — DRYERS
CARTS — BOILERS — LABOR SAVING MACHINERY



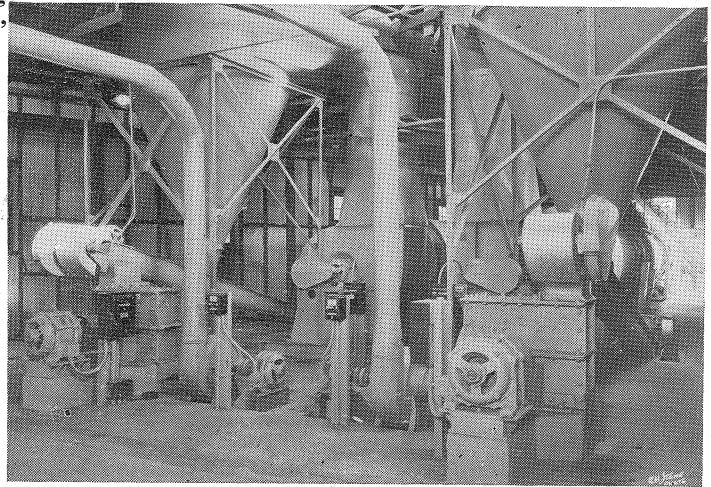
Direct Heat Dryer Installed: Southern California Fish Corporation, French Sardine Co., Sea Pride Packing Corp., California Packing Corp., Ventura Packing Corp.,



Screen Press. Fully Enclosed Gears. All Gears Are Steel and All Gears Are Cut.



Steam Jacketed Odorless Dryer with Ejector and Condenser Installed General Fisheries Corporation, Oliver Meal and Oil Plant, French Sardine Company, K. Hovden Co., Monterey and San Diego, and Others.



Dryers — Grinders — Conveyors — Sackers Built for California Packing Corp. Capacity 25 Tons per Hour. The Largest Unit on the West Coast.

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